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# TIME

## Visions of Tomorrow

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ILLUSTRATION FOR TIME BY PHIL BLISS

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# L E T T E R S



## America's Borders

**“The recognition of a person’s need to find a job leads to a possible solution to the problem: a verifiable guest-worker program.”**

JOHN F. CHAMBLEE  
Tucson, Arizona

THE UNCONTROLLED WAVES OF ILLEGAL immigrants passing across the U.S. border with Mexico are a danger not only to national security but also to the economic well-being of legal residents [Sept. 20]. We in the border states seem to have less to fear from al-Qaeda than we do from the collapse of our schools, hospitals and highways under the weight of illegal immigration. Thank you for getting to the heart of the matter: the U.S. government needs to take action immediately.

PEG MANNING  
Los Angeles

YOU PRESENTED A COMPLEX AND DIFFICULT topic in a one-sided, simplistic fashion. Throughout the article there was an anti-immigrant and inhuman tone: referring to Mexicans crossing the border as “illegals,” as if they lacked a right to exist (alternative terms include undocumented people and noncitizens); referring to “invaders” and “intruders,” as if those crossing the border are coming here to take away what is ours rather than to work at jobs for which, even as TIME points out, employers want them. Coming across the border is a long, dangerous and at times deadly journey.

A complete picture of border crossings would have mentioned the deaths of hundreds of people each year.

SARAH IGNATIUS  
LECTURER ON IMMIGRATION LAW  
BOSTON COLLEGE LAW SCHOOL  
Newton, Massachusetts

ILLEGAL IMMIGRANTS ARE INVADERS, economic terrorists who undermine the quality of American life. They are a burden that is crippling our country.

SUSAN CAMPBELL  
Los Angeles

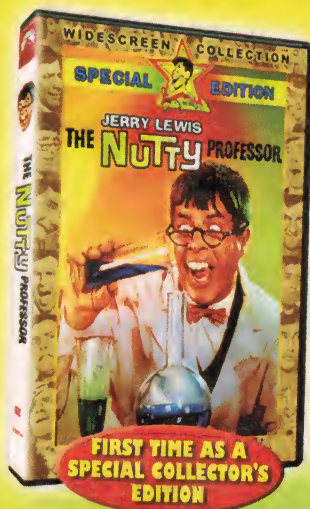
ANY SUGGESTION THAT PEOPLE CROSSING the Mexican border are coming into the U.S. for terrorist purposes is offensive. Not one person who participated in the 9/11 attacks entered the country from Mexico. Of the undocumented Mexicans crossing the border, the vast majority do not pose any threat to U.S. security.

ANDRIA MACIAS-CASTILLO  
West Des Moines, Iowa

WHEN I MOVED FROM COLORADO TO CALIFORNIA eight years ago, I thought that the illegals were nice people who provided cheap labor and that we probably should

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have open borders. But I soon realized the effect that illegal immigration is having on my kids' schools, the local economy and my taxes. We need to close our borders—now!

ROB PETERSON  
*San Marcos, California*

## Up Against It

RE "COOLNESS UNDER FIRE" [SEPT. 20]: John Kerry's troubled campaign convinces me that the U.S. is a nation of gullible buffoons. Of course Bush has supporters who would follow him into the depths of hell (which they may indeed do), but to see people being easily swayed by an Administration that has so many failures is mind boggling. The future is clear: the Administration will continue barreling along, arrogantly pushing its failed special-interest agenda, while the sheep (the American public) are herded off the cliff.

LORRAINE HUZAR  
*Jericho, New York*

DOES KERRY KNOW WHAT THE AVERAGE American wants? Does he understand our worries about the future of our econ-

omy and the importance of permanent tax cuts? Or about our desire to ensure a strong, safe, proud America for our children and grandchildren? Kerry sincerely wants to be our President, but I do not know what he believes he can do for the U.S. So far, I'm not sure that Kerry truly cares about anything other than adding "U.S. President" to his résumé.

KIRK PRUDEN  
*Sunrise, Florida*

DOES KERRY REALLY THINK JACQUES CHIRAC and Gerhard Schröder would be so enchanted with him that they would immediately embrace the U.S. and send their troops to Iraq? Kerry is either incredibly naive or misleading his constituency.

CHARLES G. KORMENDY  
*Frankfurt*

## Time to Get Down

COLUMNIST JOE KLEIN'S "ALL YOU HAVE TO Do Is Believe" [Sept. 20] quoted an unnamed prominent Democrat who said of President Bush, "If we can't beat this guy, with his record ...," and then the Democrat found himself unable to finish the sentence. If I may, I would like to

complete it for him: If the Democratic Party can't beat Bush, then it deserves to go the way of the Whigs and the Know Nothings. If Bush gets re-elected, I swear I will never vote Democratic again.

CARY A. WIESNER  
*West Branch, Iowa*

## HOW TO REACH US

### TIME

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## DEAR BILL: GET WELL

**T**OP DEMOCRATS IN the States have a message for Bill Clinton: Get well soon—really soon. Before the former President was sidelined for quadruple-bypass surgery, Democrats had been planning a full schedule for him, stumping the country on behalf of John Kerry and other Democrats.

card games. “He beat me both games,” McAuliffe says, “and he talked politics the whole time.”

Bypass patients can usually return to work within one to two months after their surgery, according to doctors. It has been four weeks since Clinton’s surgery, and his recovery seems on schedule. He was seen shopping last week in Chappaqua for low-fat frozen yogurt and getting prescriptions filled at



Will Clinton recover in time to help Kerry?

“There’s no better surrogate for energizing Democrats in this country than Bill Clinton,” says Kerry strategist Joe Lockhart, who was Clinton’s White House press secretary.

So when Democratic Party chairman Terry McAuliffe paid a call on the former President in Chappaqua, New York, last week—one of the first visitors Clinton has seen since his surgery—there was more than their friendship at work. “I was very respectful of his health situation,” McAuliffe says. “However, I did not miss the opportunity to tell him how important it is to get him back on the trail.” He said they spent about three hours together at the kitchen table, playing Oh Hell!, one of Clinton’s favorite

the pharmacy. Sources say the recovering former President has also been devouring news on the presidential race and talking to Kerry by phone at least once a week—and gave him advice before last week’s debate. Democrats are hopeful Clinton might be well enough to appear at several fund raisers still scheduled for the end of October, and that, at a minimum, he could record radio ads and automated get-out-the-vote telephone messages. But one obstacle could be Senator Hillary Clinton, who has cautioned allies not to underestimate the physical challenge that still faces her husband in his recovery from serious surgery.

—By Karen Tumulty

## VERBATIM

“I picked up the body of my grandson. He was cut in half.”

**RASHID SALIH**, Iraqi citizen, after three car bombs exploded near a crowd of soldiers and civilians, mostly children, at the opening of a U.S.-funded sewage-treatment plant in Iraq

“The evidence about Saddam having actual biological and chemical weapons, as opposed to the capability to develop them, has turned out to be wrong. I acknowledge that and accept it.”

**TONY BLAIR**, British Prime Minister, in a speech to members of his Labour Party in Brighton

“I assure you that we will prevail, and we will be successful, and Iraq will be better off for it, Afghanistan will be better off for it, and the world will be better off for it.”

**COLIN POWELL**, U.S. Secretary of State, in a speech in Atlanta after last week’s first of three U.S. presidential debates

“If I could only go through the ducts and leap out onstage in a cape—that’s my dream.”

**RALPH NADER**, independent U.S. presidential candidate, on not being included in the debates

“Martha Stewart will love it here, and we hope she will want to come back after she’s released. This is a beautiful community.”

**KAREN LOBBAN**, resident of Alderson, West Virginia, home of the Alderson Federal Prison Camp, where Stewart has been assigned to serve her five-month sentence

“I’m used to wearing warm-up suits, not actual suits. I’d rather be in the arena than the courtroom.”

**PAUL HAMM**, individual all-around Olympic gold medalist in men’s gymnastics, after going before the Court of Arbitration for Sport to defend his medal, challenged because of a scoring mistake

“The bagels, just the bagels alone. You go to Toronto, they’re mushy.”

**MEL BROOKS**, director, on why he decided to shoot his new film of *The Producers* in Brooklyn, New York, instead of Toronto



## London's Dirty-Bomb Plot

**W**HEN BRITISH AUTHORITIES broke up a cell of suspected Islamic terrorists in August, the arrests sent reverberations across the Atlantic. Among the evidence found with the suspects were reconnaissance reports on major U.S. financial sites—including the New York Stock Exchange and

the World Bank in Washington.

But senior U.S. law-enforcement officials tell *TIME* they are continuing to follow the case closely and are learning even more disturbing details about what the group may have been plotting. Reports on the British investigation, now circulating among U.S. law-

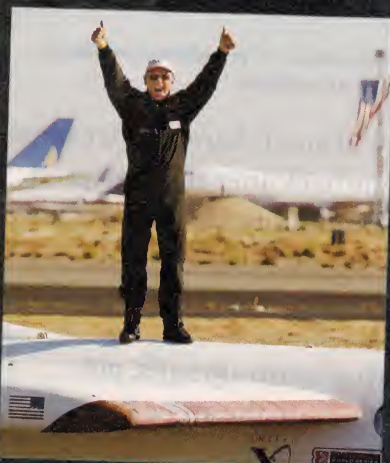
**Heathrow Airport's express train was among the British targets**

enforcement agencies, assert that the group was trying to construct a crude radiological dirty bomb. The arrests (which followed a yearlong surveillance operation, code-named Operation Spangle) turned up a cache of household smoke detectors, which the British suspect the group wanted to cannibalize for their minute quantities of americium-241, a man-made radioactive chemical. Officials tell *TIME* it's extremely unlikely that enough americium could be harvested from smoke detectors to create a device potent enough to inflict radiation sickness, let alone kill people. But others argue that spewing even a small amount of radioactive material into a crowded stadium or subway station could trigger sensitive radiation sensors, incite panic and cause long-lasting contamination.

Law-enforcement officials

tell *TIME* that information from computer files seized with the group revealed plans for specific attacks in London, including "blowing up high-rise buildings housing multinational companies" by driving bomb-laden cars into underground garages. Other targets included the Heathrow Express, a rail line between the airport and London, and an unspecified synagogue. There were also plans for "hijacking a gasoline tanker and smashing it into a building." The British cell leader, Dhiren Barot—a.k.a. Issa al-Hindi—traveled to New York City in early 2001, according to *The 9/11 Commission Report*, "to case potential economic and 'Jewish' targets." U.S. officials hope to learn from the continuing investigation whether a sleeper cell remained in the U.S. to carry out these missions. —*By Adam Zagorin and Elaine Shannon*

## PERFORMANCE OF THE WEEK



No one ever said flying into space was easy, especially if you build your rocket yourself. **SPACESHIP ONE**, designed by Burt Rutan and piloted by Michael Melvill, 63, made such a trip last week, climbing 103 km above the Mojave Desert, with some scary corkscrewing along the way. The flight is the first of two the ship must make—the second is this week—to win a \$10 million prize.

ROBERT GALBRAITH—REUTERS

## A ZELL MILLER FOR THE REPUBLICANS

**D**emocrats are still seething over the very public defection of Zell Miller, the Democratic Senator from Georgia who endorsed George W. Bush and trashed John Kerry at the Republican Convention. Now Republicans have a defector of their own to worry about: Lincoln Chafee, Rhode Island's moderate Republican Senator, who told home-state reporters two weeks ago that he probably won't vote for Bush in November. The Senator has opposed the President on such issues as tax cuts, the decision to go to war in Iraq and Bush's refusal to press for renewal of the assault-weapons ban. "We have so many differences," Chafee told *TIME*, that a vote for Bush is "very difficult to justify."

Instead, Chafee says he will write in the name of the first President Bush—who "was right on many of the issues" he supports, such as strengthening environmental controls and reducing the deficit.

Chafee says voting for Bush is difficult to justify

The Senator says President Bush hasn't called him but that intermediaries have told him that Administration aides wish he would "just keep quiet." Senate Republicans could retaliate—for example, by denying funds for projects important to Chafee's constituents in Rhode Island. But as angry as they might be over Chafee's defection, Republican Senators are well aware that their slim majority in the Senate could be jeopardized if he were to switch parties, as Vermont Senator Jim Jeffords did three years ago. Chafee says he has no plans "at this stage" to bolt the party. But Republicans know that if they turn up the heat, it's a short walk to the other side of the aisle. —*By Douglas Waller*



STEW MILNE—AP

## FIGHTING FIT

FIGHTING FIT



Toyota Motor Corporation is truly a giant company, with over 260,000 employees operating in more than 140 countries around the world. However, thanks to the company's guiding philosophy of Kaizen, ('continuous improvement') the ongoing pursuit of a simplified communications system that provides faster decision making has enabled Toyota to avoid a condition experienced by many large companies - 'Big Company Disease.'

Used in Japan to describe the slow decision-making process caused by the complex organizational structures traditionally found in giant companies, Big Company Disease creates inefficiency and often makes the focus of responsibility ambiguous, impeding progress and causing the company to stagnate.

Toyota's third year of competing in the Formula One World Championship is almost over and Panasonic Toyota Racing's efforts to create a more efficient organization continue apace. The team is confident it can make progress because the spirit of Kaizen is so deeply entrenched in the company.

The team is confident it can make progress because the spirit of Kaizen is so deeply entrenched in the company.

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TOYOTA

# ENHANCED PERFORMANCE

## ENHANCED PERFORMANCE



Toyota in action on London's Regent Street earlier this year

With just a few races remaining in 2004, Toyota has not yet achieved its goals in terms of performance. Yet everyone in the Toyota family, from all the employees to those directly involved in the team, has high hopes for the future and enthusiasm for the project is greater than ever. Nevertheless, the difficulty of the challenge is fully understood and everyone knows there is no shortcut to success.

For its third season of Grand Prix racing in the Formula One World Championship series, Panasonic Toyota Racing sought further improvement by implementing reforms in various areas, including recruiting more people with previous experience in the sport. While the team had made significant progress in terms of the

Technicians fine-tuning the windtunnel model (right)

Panasonic Toyota Racing's most experienced F1 driver, Olivier Panis (far right)



Everyone in the Toyota family, from all the employees to those directly involved in the team, has high hopes for the future

technological development necessary to become competitive, it also recognized the need to use that technology more effectively.

The reforms included reviewing the team's structure, repositioning existing personnel and recruiting new talent with proven track records of success. Among the latter was the appointment of Mike Gascoyne as Technical Director Chassis. Gascoyne has significant experience in developing the chassis of many successful Grand Prix cars. His first task for Panasonic Toyota Racing was to improve Toyota's TF104 car, which was designed before he joined the team.

Once it was established that the TF104 chassis was lacking in aerodynamic performance, the decision was made to introduce a

revised version of the car in the middle of the season. Development began in April and the TF104B made its race debut at the German Grand Prix in July.

Mike Gascoyne said of the new model: "While the TF104B was developed to improve aerodynamic performance, in fact, we also made a lighter monocoque from scratch to further revise the car as a whole."

It was an enormous challenge to make an almost totally new car in such a short time and was only possible because of Toyota's considerable commitment to technological improvement.

"We are always seeking ways to evolve," says Tsutomu Tomita, Chairman of Toyota Motorsport GmbH, and the Team Principal of Panasonic Toyota Racing, "If we find any mistakes it is our job to correct them. I believe Toyota's spirit of Kaizen is also reflected in our F1 project."

Another example of Toyota's ability to move quickly was the impressive speed with which an improved engine was made available for the revised chassis. Originally intended to be introduced at the Italian Grand Prix in September, the engine was developed ahead of schedule and made its race debut at the German Grand Prix in July. The new engine was 15kg lighter and produced 2% more horsepower - a significant increase considering F1 engines develop



The TF104B has a new-spec front wing, as well as a heavily-modified nose cone with a narrower profile than the TF104



A member of the Panasonic Toyota Racing team makes careful adjustments to the new, lighter monocoque

over 900bhp. Overall, Toyota's upgraded TF104B package amounted to a significant performance improvement, motivating everyone in the team to achieve their full potential in the latter part of the season.

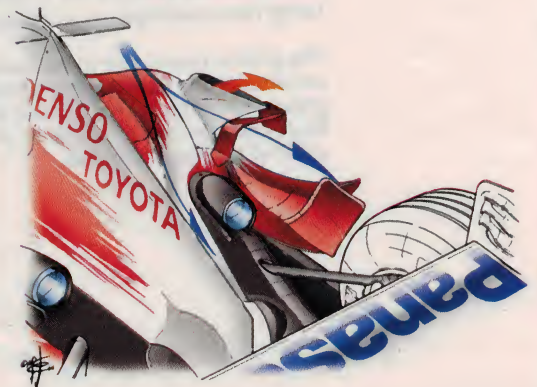
In the quest for ultimate success, Panasonic Toyota Racing seeks improvement in every aspect of its operation. Recent innovations include providing the engineers who remain at Toyota Motorsport headquarters in Germany and also those at Higashi Fuji R & D in Japan with access to almost all the information available to team personnel at the race circuits. This streamlined networking system, which enables the engineers at all three locations to exchange information simultaneously, leads to faster solutions to problems encountered during Grand Prix weekends.

Also in effect at Toyota Motorsport is the Toyota Production System (TPS). Set up by Toshihiko Akioka, a specialist transferred from Toyota Motor Corporation, TPS is used to improve efficiency in everything from tool arrangements to the movement of mechanics.

Competition is fierce in F1, where the race for technological development never ends and to stop improving is to get left behind. Panasonic Toyota Racing is well aware of this. Indeed, this is why the company chose to compete at the highest level of motorsport.

In the quest for ultimate success, Panasonic Toyota Racing seeks improvement in every aspect of its operation.

The TF104B engine cover features streamlined aerodynamics with smaller exhaust chimneys and new cooling chimneys to replace the "shark fins" that traditionally appeared in varying forms on all of Toyota's F1 cars



# RED HOT FINISH



"The saying goes 'third time lucky'", Keizo Takahashi says, "so we look forward to getting a satisfying result at the Japanese Grand Prix on October 10th." Takahashi, Technical Coordinator of Toyota Motorsport and one of the original members of the F1 project, is determined that the team's third appearance in Japan will be a milestone for Panasonic Toyota Racing.

The team, based at Toyota Motorsport headquarters in Cologne, Germany, has personnel from many countries around the world, making it a global company like Toyota Motor Corporation. Nevertheless, the Japanese Grand Prix is particularly significant. It is the 'home race' for Panasonic Toyota Racing's Japanese staff and the entire team will be well supported by the large crowd of Toyota employees and their families in the grandstands at the Suzuka circuit.

To further improve efficiency within the Chassis Design Group and simplify the lines of internal communication, the team has made a series of bold and decisive changes in core team members. Beginning with the Hungarian Grand Prix, third driver Ricardo Zonta was promoted to replace regular race driver Cristiano Da Matta. Richard Cregan, General Manager F1 Operation, took over operational team management functions and Dieter Gass, Chief Race Engineer, is now also heading the race and test organization. These internal reforms are a reflection of Toyota's strong belief in using new challenges as a catalyst for improvement.

The goal in Japan, and in the season finale in Brazil, is to produce an emotionally uplifting performance that will inspire everyone to greater heights next year, which will be Panasonic Toyota Racing's fourth season at the pinnacle of motorsport. Then, as now, the spirit of Kaizen will prevail.



Ryan Briscoe, Panasonic Toyota Racing's third driver, exits the garage in Hungary

RED HOT FINISH

*These internal reforms are a reflection of Toyota's strong belief in using new challenges as a catalyst for improvement.*

# TOYOTA

# PROTECTING A PREDATOR

She's hardly the picture of primal terror: a 1.32-m, 28-kg baby great white shark, circling the 3.8 million-liter Outer Bay tank at California's Monterey Bay Aquarium. Her arrival in Monterey on Sept. 14 was a milestone. Though the world's aquariums are stocked with many of the other 386 species of shark, no one has successfully exhibited a great white for longer than 16 days. At least 37 have died in aquarium tanks during the past three decades. The most obvious problem has been that, once captured, the sharks refused to eat. They became disoriented, clearly bothered by even the faintest electrical currents emanating from lights and heaters.

Noting that the sharks were often in bad shape before they even arrived at the aquariums, owing to the trauma of their capture, Monterey Bay Aquarium's scientists tried to make the transfer of their new arrival—accidentally snagged by a gill-net fisherman off the Southern California coast—as stress-free as possible. She was transported to a 15 million-liter ocean pen, where she remained for 25 days, monitored by a team of marine biologists and released only after she began eating and appeared to have fully recovered. The strategy seems to have worked: on her first day in the tank, the shark



snatched salmon fillets from a pole and swam calmly among the other sharks and sea creatures in the tank. Since then, she has continued to thrive.

Still, the aquarium is prepared to release the shark immediately if she shows any sign of failing. Despite its villainous reputation from the movie *Jaws*, the great white is a complicated and mysterious fish—and surprisingly little is known about its life. Although great whites are a protected species along the California coast, elsewhere shark populations have been decimated by overfishing and finning (the illegal practice of slicing off a shark's fins and then tossing its body overboard). Great whites have always been rare and reproduce slowly, making them especially vulnerable to these threats. The World Wildlife Federation has named them one of the 10 species most likely to become extinct. The aquarium hopes that exposing the public to a live great white will educate and inspire conservation. "Great whites have a different aura," says Randy Kochevar, Monterey Bay Aquarium's science communication manager. "People are awestruck. When they see her, they understand."

—By Susan Casey

RANDY WILDER/MONTEREY BAY AQUARIUM—AP



CHRISTINE KEITH—THE ARIZONA REPUBLIC

## Border War in Arizona



CAMPAIGNING

PROPOSITION 200, an Arizona ballot initiative aimed at illegal immigrants, would seem to have little going for it. Virtually the entire political, business and religious establishment of the state—including Democratic Governor Janet Napolitano, Republican Senator John McCain and the state's three Catholic bishops—is lined up against it. The Arizona Chamber of Commerce is also campaigning for its defeat. But such is the backlash against the flood of undocumented Mexicans pouring over the border that the "Protect Arizona Now" initiative seems almost a sure bet to pass.

The proposition requires voters to show a valid ID at the polls and makes it a crime, punishable by up to four months in jail and a \$750 fine, for state and local officials to fail to report any suspected aliens seeking welfare, medical care or other public benefits. Proponents, backed by the Federation for American Immigration Reform, a Washington-based lobby, launched a TV ad campaign this week, claiming that illegal immigrants cost Arizona taxpayers \$1.3 billion a year.

Prop 200, the ad says, "sends a message that Arizona is sick and tired of illegal immigration."

Opponents argue that the measure will do nothing to stop illegal immigration, that there has never been a problem with alien-voter fraud and that checking for illegals applying for benefits is too cumbersome and costly. Still, a recent poll showed that Arizona voters favor the measure 63% to 23%. Prop 200, says Democratic state chairman Jim Peterson, is "an assault on basic human rights that plays to the fears of Arizonans."

The measure could affect the presidential race in a state where Bush and Kerry are running neck and neck. Some opponents hope it will galvanize Hispanic voters, which could boost Kerry's chances. Yet the Hispanic vote is hardly monolithic. Many of Arizona's Latino families—one-quarter of the state's population—have lived there for generations and are unhappy with undocumented workers who drive down wages. Democratic canvassers in Latino neighborhoods have been told to stress jobs, education and health care—and not to discuss the initiative unless asked.

—By Margot Roosevelt

ILLUSTRATION FOR TIME BY PETER HOEY



► **HU'S THE BOSS?** China's Jiang Zemin, left, made his designated heir, Hu Jintao, party chief in '02 and President in '03. But only last month did he hand over the top military post



▲ **SAFELY ANCHORED** NBC has groomed Brian Williams, right, to succeed *Nightly News* anchor Tom Brokaw for 11 years. He got the official nod in 2002 but still had more than two years to wait; he takes over Dec. 2



► **BANK ON IT** When Bank One merged with J.P. Morgan Chase in July, Jamie Dimon, right, was guaranteed the CEO slot of the new company—when Chase's William Harrison retires in 2006



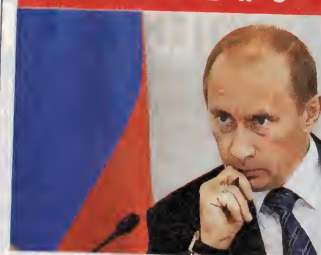
▲ **ROYAL PATIENCE** Prince Charles, first-born son of Queen Elizabeth II, has been the future King of England since his birth 56 years ago. One marriage, two sons and 11 Prime Ministers later, he's still waiting

## HEIRS-IN-WAITING

**N**BC HAS ANNOUNCED THAT CONAN O'BRIEN will succeed Jay Leno as *Tonight Show* host ... in 2009. The lengthy advance notice was seen as a way of keeping *Late Night* host O'Brien from jumping to a new network when his contract expires next year. Five years is a long time to wait for a promotion. But Conan can take heart from these other heirs-long-in-waiting.

—By Carolina A. Miranda

## NUMBERS



ALEXEY PANOV—AFP/GETTY

**121** Number of countries that have endorsed the Kyoto treaty on global warming; with the latest addition, Russia, the treaty will formally go into effect

**36.1%** Portion of worldwide emissions of greenhouse gases caused by the U.S., which has not endorsed the pact

**46%** Percentage of women in 2000 who were financially independent, married with children and had finished school by age 30, compared with 31% of men

**77%** Percentage of women in 1960 who had achieved the same milestones of adulthood, compared with 65% of men

## A Hurricane by Any Other Name...

**N**OW THAT HURRICANE Jeanne has spent its fury and Florida residents are emerging from this year's siege of tropical storms, Jeanne Van Wyck is breathing a little easier. The hurricane that killed 1,500 in Haiti and caused an estimated \$8 billion in damage across Florida was named after the churchgoing grandmother, 75, who lives in Miami. "I didn't think it would cause so much damage," says Van Wyck with a sigh. "I couldn't harm a fly."

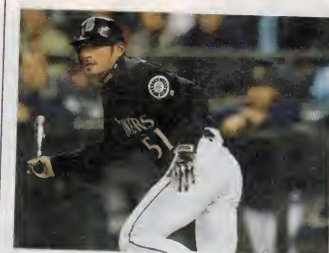
Jeanne's name was put on the hurricane list more than 25 years ago by her longtime friend and weather forecaster Gilbert Clark. Clark, 81, who worked at the National Hurricane Center from 1955 to 1990, was in charge of naming the storms until 1979. "I was running out of names, so I

threw her name in there," says Clark. He also put in the names of Jeanne's children Diana and Beryl.

Most of the names Clark chose are still being used, because hurricane names are repeated in a six-year cycle. A name is retired only when the namesake storm causes extensive damage and the country affected makes such a request. In

2001, for example, Michelle replaced Marilyn, which demolished the U.S. Virgin Islands in 1995. Opal became Olga after its blow to the Florida Panhandle that same year. This year Andrew, which devastated Florida in 1992, was replaced by Alex. "We've probably heard the last of Jeanne," Clark notes. Van Wyck won't be sorry to see it go. Says she: "The folks at church are getting sick of hearing my name."

—By Peter Bailey



ANDY CLARK—REUTERS

**257** Baseball's 84-year-old record for hits in a season, reached and passed Friday night by Ichiro Suzuki of the Seattle Mariners

**.394** The Mariners' winning percentage as of Friday, the third worst in the major leagues

**62%** Percentage of people who say they are sometimes or often too busy to sit down to eat

**35%** Percentage of people who say they eat lunch at their desk

Sources: New York Times (2); USA Today (2); Major League Baseball (2); USA Today (2)

# NOTEBOOK

## MILESTONES

**DIED. GEOFFREY BEENE, 77**, one of America's most original fashion designers; of complications of pneumonia; in New York City. The Louisiana native first landed on Seventh Avenue in the 1950s and started his line in 1963, raising the standards of American design with technical innovations, sumptuous fabrics and minimalist creations whose streamlined silhouettes belied their complicated construction. He dressed numerous First Ladies and socialites, including Pat Nixon, Lady Bird Johnson and Gloria Vanderbilt, and was widely admired for his facility with cut and his uncompromising creative vision. He created the playful baby-doll dress in the 1960s and the sporty "Beene bag" dress in the '70s, and in the early '90s used ballerinas as models to demonstrate the ethereal lightness of his designs. Known as a contrarian among his Seventh Avenue peers, Beene did not follow trends or play the fashion game, often rejecting the notion of fashion as commerce in favor of it as art.

—By Kate Betts

## 24 YEARS AGO IN TIME

After several days of small earthquakes, **MOUNT ST. HELENS** erupted late last week. When the mountain in Washington State exploded back in 1980, **TIME** recounted the devastation in a cover story.



"Vancouver, Vancouver, this is it!" The frantic warning was radioed at precisely 8:31 a.m. on that fateful Sunday by Volcano Expert David Johnson, 30, who had climbed to a monitoring site five miles from Washington State's Mount St. Helens in the snow-capped Cascade Range, 40 miles northeast of Portland, Ore. He wanted to peer through binoculars at an ominous bulge building up below the crater, which had been rumbling and steaming for eight weeks, and report his observations to the U.S. Geological Survey. Seconds after his shouted message, a stupendous explosion of trapped gases, generating about 500 times the force of the atomic bomb dropped on Hiroshima, blew the top off Mount St. Helens. In a single burst St. Helens was transformed from a postcard-symmetrical cone 9,677 ft. high to an ugly flattop 1,300 ft. lower... Johnson was never heard from again.

—**TIME**, June 2, 1980

CHRISTINE MUSCHI—REUTERS



**MOVING. MONTREAL EXPOS;** to Washington; after 36 years in Canada; to become the capital's first Major

League team since the old Senators left in 1971 (see page 32).

**RECOVERING. TONY BLAIR, 51**, British Prime Minister; from a procedure to correct an irregular heartbeat; in London. Blair, who first disclosed his heart problem last year, underwent a successful catheter ablation to restore normal heart rhythm. In announcing his treatment, he also vowed to seek a third term.

**CHARGED. PHIL SPECTOR, 64**, eccentric record producer who created the "wall of sound" pop style in the 1960s; in the murder of Lana Clarkson, 40, last year; in Los Angeles. The actress was working as a hostess at the House of Blues on the night she went home with Spector, who has said she shot herself.

**SENTENCED. ABD AL-RAHIM AL-NASHIRI** and **JAMAL AL-BADAWI;** to death, by firing squad; for the 2000 attack on the U.S.S. *Cole*, which killed 17 sailors; in Sana'a,

Yemen. The Saudi-born al-Nashiri, considered an associate of Osama bin Laden's and the mastermind of the *Cole* attack, has been in CIA custody outside the U.S. since 2002 and was tried by the Yemenis in absentia.

**MARRIED. BILLY JOEL, 55**, singer-songwriter and former husband of Christie Brinkley; to Kate Lee, 23, a restaurant correspondent for the U.S. public-television show *George Hirsch: Living It Up!*; in Long Island, New York.

▼ **DIED. JOHN E. MACK, 74**, controversial Pulitzer prize-winning psychiatrist; after being hit by a drunk driver; in London. Mack, a Harvard Medical School professor, was best known for his studies of people who claimed to have had alien encounters. His 1994 book on the subject, which concluded that "the abduction



RICHARD SCHULTZ

phenomenon has important philosophical, spiritual and social implications," caused Harvard to consider censure, but a committee later "reaffirmed Dr. Mack's academic freedom."

**DIED. RICHARD AVEDON, 81**, celebrated art and fashion photographer; of complications of a cerebral hemorrhage; in San Antonio, Texas. Avedon transformed fashion photography in the 1950s and early '60s by introducing cheek along with chic in the pages of *Harper's Bazaar* and *Vogue*. But his greatest legacy is as a portraitist. He photographed his subjects in high focus against an arctic-white background in an unsparing, elegant style used for everyone from America's homeless to Rose Kennedy. After he was hired as a staff photographer for the *New Yorker* in 1992, *USA Today* suggested that "calling Mr. Avedon a staff photographer was like calling Michelangelo the local house painter."

**DIED. W. DORWIN TEAGUE, 94**, prolific industrial designer who invented the first fully reclining dentist's chair, as well as improved versions of everything from cash registers to can openers; in Carbondale, Illinois.

A woman with blonde hair, wearing a dark suit and sunglasses, is shown from the chest up, looking upwards. She is holding a small American flag on a wooden stick with her right hand. The background is a bright blue sky with scattered white clouds. The overall mood is patriotic and hopeful.

# WHAT DO WOMEN

**A fresh wind in his sails, Kerry still**

**must regain his edge among**

By NANCY GIBBS

# WANT?

female voters to defeat Bush

**K**RISTEN BREITWEISER, LIKE HER HUSBAND RON, VOTED for George W. Bush in 2000. Far from being any kind of activist, she didn't know her Congressman's name before Sept. 11, 2001, the day her husband died on the 92nd floor of the World Trade Center's Tower 2. But she knows her way around politics now. It has taken her three years to get on an airplane, but she did it on Sept. 22, the day before the state of Iowa started accepting absentee ballots. To mark the occasion, the John Kerry campaign was holding a women-and-security rally in Davenport. Kerry was nursing a cold, so John Edwards filled in, but it was Breitweiser who took center stage before the crowd of more than 600 in a sweltering hall. As she has on countless talk shows, she described her fight to get the White House to appoint a commission to investigate the 9/11 attacks. Bush, she said, agreed only after the Senate voted 90 to 8 in favor of it. "We gave every opportunity to President Bush to do the right thing," said Breitweiser, a high-profile widow whose presence on the campaign trail is designed to project the message that women can count on Democrats to protect their kids.

The security moms are this political season's cartoon action figures, the vital voters whom Kerry and Bush are supposedly chasing in the final weeks of the race. These heirs of the soccer moms from the 2000 race have provided a handy explanation for how Kerry lost his lead this August, when terrorism alerts went back up to orange and the scarring images of the school siege in Beslan, Russia, settled into the American suburban psyche. In recent U.S. presidential elections women have leaned Democratic by at least 8 percentage points, and after his Boston convention, they favored Kerry by 14. But in recent weeks that margin has vanished, and some polls have shown Bush pulling ahead even among women. So the notion that fear of terrorism was driving normally Democratic women into the Bush camp provided the theorists with a story line and led the Kerry camp to seek out allies like the 9/11 widows.

The reasons behind the shifts in women's views, however, are much more complicated than that, as is Kerry's challenge in winning back female support. Women overall are less likely than men to cite security as a top issue. Women worry more about domestic issues like jobs, where Democrats traditionally have an advantage. The archetypal security mom—a white, married, suburban woman concerned about her family's safety—is not really a swing voter anyway. She has been in Bush's camp from the start, and is more likely to cite his faith and values than his national-security policy as the reason. "I don't even know what [security mom] means," says a senior Kerry adviser. "Is it someone who cares about security more than anything else? That's very few women. Is it somebody who cares about security? That's almost every woman and every man."

But the polls do suggest that plenty of women are in motion, and Kerry has had to struggle since the beginning of this race to win them over—a struggle he can't afford to lose, given that men back Bush over Kerry by a solid margin. Al Gore carried the women's vote by 11 percentage points in 2000, but it was still not enough to win him the White House. "Both parties have had a gender gap—Democrats with men and Republicans with women," says Bush campaign manager Ken Mehlman. "At the moment, our gender gap has been fixed, and theirs hasn't."

The initial soundings from the first presidential debate brought Kerry some good news: an ABC News poll found that women gave Kerry stronger ratings than men did. A CBS poll indicated that

**TARGET GROUP A woman at a Bush rally in Stratham, New Hampshire**

**WORK TO DO:** Kerry, in Miami last week, needs to regain the lead he had with women



## “We’ve suffered a little because of our focus on security. We haven’t

Kerry’s likability rating among undecided women had moved above the President’s. But Kerry has more work to do. “We’ve suffered a little bit because of our focus on security,” says Kerry campaign strategist Joe Lockhart. “We haven’t talked enough about issues like health care that women care about.” The campaign planned an immediate pivot: Kerry’s speech last Saturday focused on the middle-class squeeze. “Two incomes barely cover the basics,” said Kerry. “The costs of health care, gas, child care and tuition are through the roof. Personal bankruptcies are at an all-time high. And the typical family is making \$1,500 less each year.” These themes were meant to bring undecided women home to the party in which they have traditionally felt more comfortable. “The bottom line,” says Lockhart, “is if that happens, we win the election.” Unless, of course, in the process Kerry inspires even more men to head in the opposite direction.

SINCE THEY MAKE UP SLIGHTLY MORE THAN half the U.S. population and are more likely to vote than men, women have always

been a target audience. In 2000 nearly 8 million more women than men went to the polls. Women become especially crucial in the last weeks of a race because they tend to decide late. According to a recent TIME poll, 61% of undecided voters are women.

But for all the commentary about the women’s vote, American women have never been a bloc that could be specifically targeted like tobacco growers or whale watchers. In a close race a group that large has to be sliced into identifiable targets, so that both sides can pick the most promising women to woo—old or young, married or single, the populists, the small-business owners, the social conservatives, the libertarians, the waitress moms.

In interviews across the country, women told TIME that this election matters more than past ones, even as the intensity of the issues pulls them in different directions. Cyrene Ajluni, a lifelong Republican in Johnston, Iowa, who has two teenage children and supported Bush enthusiastically four years ago, has switched sides because, among other reasons, she fears a draft. Kassie Auker, a college student in Cleve-

land, Ohio, likes Bush’s tax policies but thinks gay marriage should be left up to the states. Minneapolis, Minnesota, secretary Sandy Eischen voted for Bush four years ago, but is now undecided because her husband has been laid off, and, she says, “when you become one of the statistics, you start rethinking things.” Susie Cho, a high school teacher turned law student in Westfield, New Jersey, usually votes for Democrats but worries about changing leaders in the middle of a war. “Perhaps changing would slow down diplomacy,” she says. “Perhaps Kerry would be perceived as weak where we need him to be strong.” Lisa Umstead, a day-care receptionist from Philadelphia, usually votes Democratic but this year is inclined to adhere to the house-keeping principle, You make a mess, you clean it up. “Bush started this [war]. Maybe he should finish it,” she says.

The fact is that “women move around [politically] more than men,” says Democratic pollster Anna Greenberg, and with issues so pressing, many have said they want to hear more specifics, especially from Kerry. Greenberg doesn’t think secu-

CALLIE SHELL—AURORA FOR TIME



**WOMEN IN HIS SIGHTS:** Bush, at a rally in Springfield, Ohio, has played up their concerns lately

talked enough about issues like health care.”

— KERRY ADVISER  
JOE LOCKHART

Brooks Kraft—Corbis for Time

rity issues are Kerry's problem. She thinks he began to fall behind when he was talking more about Vietnam and Iraq than about Social Security and health care. But other pollsters see Kerry's handicap as being less about policy than personality. "Where Bush is beating Kerry among men and women alike is on leadership," says Carroll Doherty, an editor at the nonpartisan Pew Research Center. In a TIME poll taken Sept. 21-23, when voters were asked which candidate would provide leadership in difficult times, 60% of men and 53% of women chose Bush.

The Bush camp has always counted on voters generally and women particularly to prefer the President's character even if they question his choices. "They may agree or disagree with him," says a Bush official, "but women like his steadiness, which is why you might notice we've used the word steady a few times." Ask the Bush campaign to talk about the women's vote, and they sound as if they were channeling Dr. Phil. "Women don't like a man who can't commit," says a senior Bush adviser, finding yet another way to talk about Kerry's winding

positions. Another senior Republican official likes to speculate along these lines: "Kerry seems like a depressed man trying to act cheerful. That would make a lot of women feel compassion but not want to be led by him. Kerry is the weirdo first husband you married in college when you were an art major. Bush is the solid second husband who saved you, helped you raise kids and taught you golf."

As a war President, one of Bush's challenges has been to remind voters of what Laura Bush calls her husband's softer side. That has been adviser Karen Hughes' assignment—to fold in the egg whites, make sure he talks about flex time and the "ownership society." The Bush campaign has a special W Stands for Women division (you can buy the pink baseball caps on its website) that is dedicated to showcasing for women the merits of the No Child Left Behind law, praising the Administration's work against the global sex-slave trade and highlighting the increase in women's health funding at the National Institutes of Health. Late last year Bush began doing more town-hall-style events in

his shirtsleeves to create an atmosphere of intimacy. He likes to talk about how he has surrounded himself with strong women and, he says, appointed more of them to positions of real power than any of his predecessors.

Laura Bush, who is more popular than her husband and better liked than Kerry's wife Teresa, can hardly be called the campaign's secret weapon anymore, since she's about as visible as any First Lady could be. When she visits a small electrical-supply company run by a married couple in Albuquerque, New Mexico, she sells the Bush agenda for all the ways it helps women specifically. The President's push for tort reform? Good for businesses owned by women. The war on terrorism? It makes families safer. Medical-savings accounts? "Women can take these accounts with them if they start a new job or if they leave work to go home and raise a family," says the First Lady. "This is health care that we own, we manage and we can keep."

For all the compassion in the conservatism, however, the campaign is not above playing on women's fears. "I can't imagine



▲ **TERESA ZILK** A freelance writer, the Des Moines, Iowa, mother says the Iraq war, which she opposes, is most important to her. After last week's debate, she sided with Kerry

▲ **EDIE STEARNS**

The teacher and mother from Chanhassen, Minnesota, is undecided. She likes Kerry's promise to forge new alliances but also Bush's consistency

▲ **JACKIE ROMP**

The stay-at-home mom from Des Moines, Iowa, says safety from terrorism is her foremost concern and Bush is her candidate



the great agony of a mom or a dad having to make the decision about which child to pick up first on September the 11th," says the President in a campaign advertisement. The ad is designed to show that Bush is empathetic but also to remind women that dangers can break into their daily routine. The Beslan school massacre was a stark reminder of that. Both campaigns realize the atrocity shook women to the core. At the White House on Sept. 24, Bush met with children from the local John Quincy Adams Elementary School who had helped organize a toy and school-supply drive for the children of Beslan. Even Kerry campaign manager Mary Beth Cahill has cited Beslan as a reason for Bush's resurgence. In a speech in Philadelphia, Kerry declared that "no American mother should have to lie awake at night wondering whether her children will be safe at school."

Given such raw nerves and the mounting bad news from Iraq, Kerry has wrestled for weeks about how much to balance his message between foreign matters and domestic ones. A recent *TIME* poll found that women trusted Bush more to fight terrorism by 10 percentage points, while they favored Kerry on the economy by 4. The key, Kerry aides say, is not to prove the Senator is better than Bush on defense but

to prove he's capable. "Bush is always going to win the comparison," says a Kerry staff member. "He is the Commander in Chief. For us, this is not a comparison. It's a threshold issue."

So Kerry has adopted a two-tiered strategy. He challenged Bush aggressively in a series of speeches leading up to the first debate, calling Iraq a "diversion" from the war on terrorism. But in more locally targeted ads Kerry portrays the Iraq war as diverting resources from domestic needs. His ads in battleground states like Ohio, Florida and Iowa have focused on his domestic agenda. One ad says the \$200 billion spent in Iraq (a figure he has inflated; the actual total is \$157 billion) is money not spent in the U.S. on education, health care and other concerns. Kerry went on the morning chat show *Live with Regis and Kelly* and recalled how, as a prosecutor in Boston, he created a rape-counseling program. Like Bush, he taped a show with family-advice guru Dr. Phil, which will air this week. "Women, especially those who are single women, are really busy people," says Kerry pollster Diane Feldman. They are "not people who necessarily have the time to consume information that is hard to find."

The goal for Kerry is to lock women in and turn them out on Nov. 2. If single women

were to vote at the rate of married women, it could make all the difference. In a *TIME* poll from September, 50% of single women supported Kerry, versus 38% of married women. Single women comprise 43% of the U.S. female voting-age population, but in 2000 nearly half of them remained on the sidelines (compared with 40.5% of the general public). They either had not registered or did not vote. To make sure they get to the polls, the Democratic National Committee has a program called Take Five that encourages female supporters to identify five single women and get them out to vote by contacting them repeatedly before Election Day.

Women's groups are mustering their forces as well. Planned Parenthood helped sponsor a Vaginas Vote, Chicks Rock concert to raise money and awareness last month at the Apollo Theater in New York City. In battleground states last week an organization called Mothers Opposing Bush began running ads featuring *Sopranos* star Edie Falco talking about failing schools and inadequate health care. In university newspapers the group is placing ads warning about a reinstatement of the draft unless Kerry wins. Persistent if unsubstantiated rumors of a coming draft may have explained Bush's explicit promise in his closing debate remarks to maintain an all-volunteer force.

The pro-Kerry organizations are lined up against groups like Security Moms 4 Bush and Women in Support of the President. All those women may have at least one thing in common: whatever the outcome on Nov. 2, they are not packing up their political tents. Having discovered their power to move the levers of an election and get the candidates to court them, many are already planning their priorities for the next crusade, which begins Nov. 3. —*Reported by Perry Bacon Jr. and Karen Tumulty with Kerry; Matthew Cooper/Washington; John F. Dickerson with Bush; Sarah Sturmon Dale/Minneapolis; Charlotte Faltermayer/Scotch Plains, New Jersey; Eric Roston/Davenport; and Betsy Rubiner/Des Moines*

STEVE LISS FOR TIME (2); STEARNS, KERI PICKETT FOR TIME

Joe Klein

# A Race Is What America's Now Got

**S**PIN ALLEY IS ONE OF THE WEIRDER VENUES OF MODERN U.S. politics. It is the room where reporters gather after a debate to be serenaded by the respective candidates' handlers and allies. There is a Roman Colosseum feel to the scene: each gladiator is trailed by a lackey carrying a large placard with his or her name in big block letters, so you can track ROVE and LOCKHART working the room. Which was how I found out that John Kerry had won last week's first encounter with George W. Bush.

An hour after the debate, all the Kerry spinners were gone from the room. But (Karl) ROVE and (Karen) HUGHES and (chief of staff Andrew) CARD, half a dozen big Bush placards in all, were still desperately whirling about. The Bushies were spinning their wheels, though. Some veered into giddy public hyperbole—Rove said this was one of Bush's best debates and one of Kerry's worst—while others conceded quiet, off-the-record dismay.

They knew their man had been beaten, and on his home turf. Not on foreign policy. And certainly not on substance—Kerry's arguments against Bush's policies, especially on an Iraq exit strategy, were nearly as thin as the President's defense of them. No, Kerry won the debate on Bush's favorite intangible: the appearance of strength. The President, who was so comfortable through three debates against Al Gore, appeared "annoyed," as Fox News's Brit Hume put it. Actually, it was worse than that: Bush seemed the lesser man. Kerry stood ramrod straight and preternaturally calm. Bush squirmed and grimaced behind his lectern. When he leaned down and in to make a point, he appeared to be ducking for cover. As the debate wore on, his pauses lengthened—several times he had that lost look on his face, the look he had when he was stuck reading *My Pet Goat* to Florida schoolchildren after learning of the 9/11 attacks. The next day, conservative radio host Rush Limbaugh was screaming at his audience, berating his loyal listeners for sending him defeatist e-mails with suggestions about what Bush might have done better. He called Kerry an s.o.b. who wanted a "freaking" glob-



FACE VALUE: Kerry mounts an assault, eliciting Bush's disgust

al test for the use of force. Clearly, some blood had been drawn.

Bush's real nemesis may have been moderator Jim Lehrer, whose questions kept much of the debate strictly focused on Iraq. The President came armed only with the brilliantly succinct paragraph he uses on the stump to defend the war: The world is better off without Saddam, progress is being made, Kerry is a flip-flopper who sends mixed signals. It usually takes Bush no more than two or three minutes to deliver these lines to tumultuous applause. But he had 45 minutes to fill last Thursday, and there was no applause. Simple truths became simplistic evasions. He used "mixed signals" or "mixed messages" eight times. Having been carefully sheltered throughout his presidency from the press and from voters who disagree with him, Bush seemed ill-prepared for disagreement. The most stunning moment came when Kerry closed a tough exchange about how to fix Iraq by saying the difference is, "I

have a plan to do it. He doesn't." Bush, out-simplified, allowed the exchange to end there.

Of course, Kerry doesn't really have a plan, certainly not one that differs in any significant detail from the President's lack-of-a-plan. And neither man confronted the most painful truth about Iraq: more American troops are needed—now—if we are to have any chance of averting disaster. Kerry's performance was deficient in other ways. It is probably not wise to use the words United

and Nations in tandem as frequently as he did. He didn't hammer home his basic formulation: Going to war in Iraq was a mistake, but it would be an even greater mistake to allow chaos to prevail there—and that is why the fighting is, sadly, necessary. He made a few factual errors. The New York City subway was not closed during the Republican Convention.

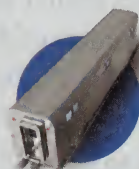
You can bet you'll be hearing more about the subway in the days to come. This has been a standard Bush strategy in both his national campaigns: turning his opponents' minor rhetorical gaffes and exaggerations and, yes, sighs into major

questions of character. That is why Spin Alley has always been a crucial Bush venue: if you can make the campaign about Dan Rather or Kerry's war record or Kerry's alleged Botox treatments, you don't have to spend so much time talking about Iraq.

But last week Bush came up against the limits of spin, and now he faces a daunting gauntlet. The next two presidential debates will take place within a week, and Bush finds himself in a situation similar to Gore's four years ago. The President will have to be conscious of his body language next time, which could distract him from the thrust and parry of the contest. Gore's second debate, in which his disdainful sighs were successfully squelched, was a bland calamity. Bush has to find a dignified way to regain the offensive, which will not be easy as the topic shifts to the domestic policy issues that are not his forte. His argument that Kerry is weak and wavering will be harder to make. The challenger seemed quite strong in the first debate, more in command than the Commander in Chief. ■

# WHO STRETCH

TIME lays out the facts behind what both



**ON HOMELAND SECURITY:** "The President hasn't put one nickel ... into the effort to fix some of our tunnels and bridges and most exposed subway systems. That's why they had to close down the subway in New York when the Republican Convention was there."

In fact, Bush has spent 2.3 billion nickels (\$115 million) on transit security in the past two years, even if that is chump change compared with the aviation-security budget: 106 billion nickels (\$5.3 billion this year alone). As for New York City subway trains, they ran normally during the Republican National Convention, except for a few occasions when trains were not allowed to stop at stations near the venue because of bomb scares.



**ON THE COST OF WAR IN IRAQ:** "\$200 billion that could have been used for health care, for schools ... for prescription drugs for seniors. And it's in Iraq."

It isn't all in Iraq yet. The \$200 billion figure includes money spent since the war began in March 2003 (\$157 billion) plus money allocated through September 2005.



**ON NORTH KOREA:** "Today there are four to seven nuclear weapons in the hands of North Korea. That happened on this President's watch."

There is no evidence that North Korea has built any nuclear weapons since Bush took office. Before then, the CIA suspected that Pyongyang had a weapon or two but had no firm proof. Over the past two years, experts believe, Pyongyang has significantly stepped up its nuclear program. A former director of the U.S. nuclear laboratory at Los Alamos, New Mexico, who visited the country this year confirmed that North Korea has removed 8,000 spent fuel rods from its nuclear reactor, enough to make as many as seven weapons. But no outside observer knows whether North Korea has actually finished the job.



**ON NUCLEAR PROLIFERATION:** "There are some 600-plus tons of unsecured materials still in the former Soviet Union, in Russia. At the rate that the President is currently securing it, it'll take 13 years to get it."

Even Russian security experts are alarmed by the nuclear material still floating around the region: nearly 600 tons (544 metric tons) of highly enriched uranium and plutonium under minimal security. A 2003 report by Harvard researchers concluded that under Bush's existing policies, Russia's excess stockpiles would be destroyed by 2018. Bush countered during the debate that he had increased funding for combating nuclear proliferation by 35%. In fact, he has not increased that funding at all. The 35% boost was for safeguarding nuclear sites within the U.S.



**ON MILITARY SPENDING:** "The President is spending hundreds of millions of dollars to research bunker-busting nuclear weapons."

The current research budget for those weapons, designed to penetrate underground caches of chemical or biological weapons, is only \$35 million.

# ES THE TRUTH?

candidates said during the first match-up



**ON AFGHANISTAN:** "Ten million citizens have registered to vote. Forty-one percent of those ... are women."

Afghan government officials support Bush's claim, but outside experts say the 10 million figure is greatly inflated by people who registered more than once. In some areas, the number of registered voters exceeds the local population, according to a report released last week by Human Rights Watch. The group says the 41% figure for women is also overstated, noting that in some regions less than 10% of those registered are female.



**ON NUCLEAR PROLIFERATION:** "The A.Q. Khan network has been brought to justice."

In fact, Pakistan's President Pervez Musharraf pardoned Abdul Qadeer Khan the day after the Pakistani scientist publicly admitted to selling nuclear secrets to Libya, Iran and North Korea. Khan remains under house arrest, but nearly all his associates are free. The U.S. has not gained access to Khan to figure out what he sold to whom.



**ON NORTH KOREA:** "To have bilateral talks with North Korea ... will cause the six-party talks to evaporate. It means that China no longer is involved in convincing ... Kim Jong Il to get rid of his weapons."

Actually, the Chinese would welcome direct U.S.-North Korea talks as a second forum for pressuring Pyongyang to drop its nuclear-weapons program. China offered to arrange such discussions during talks in Beijing in June among the so-called six parties: the U.S., North Korea, South Korea, China, Japan and Russia. So why was Bush so adamant that bilateral talks would be a "big mistake"? He believes any unilateral concession, such as agreeing to Pyongyang's demand for bilaterals, weakens the U.S. position in nuclear-disarmament talks.



**ON IRAQI FORCES:** "There are 100,000 troops trained: police, guard, special units, border patrol. There's going to be 125,000 trained by the end of this year."

The key word here is trained. There are about 98,500 Iraqis in the various security services. But Deputy Secretary of State Richard Armitage told Congress two weeks ago that some had only three weeks of training.



**ON THE INTERNATIONAL CRIMINAL COURT:** "It's the right move not to join a foreign court ... where our people could be prosecuted. My opponent is for joining."

Kerry does support U.S. participation in the court but only with safeguards against politically motivated prosecution of U.S. soldiers and public officials.

—By Jyoti Thottam. Reported by Perry Bacon Jr. with Kerry, Massimo Calabresi and Douglas Waller/Washington, Matthew Forney/Beijing, Ghulam Hasnain/Islamabad, Donald Macintyre/Seoul, Tim McGirk/Kabul and Yuri Zarakhovich/Moscow



# INSIDE KARZAI'S C



# CAMPAIGN

To become Afghanistan's first elected President, he has to placate warlords, pacify the Taliban—and survive

Photographs for TIME by Zalmay




**SUPPORT:** Karzai holds court with elders and tribal leaders from Kunduz province

By TIM MCGIRK KABUL

**D**URING AFGHAN PRESIDENT HAMID Karzai's first campaign outing two weeks ago, an enemy rocket whizzed by his U.S. military helicopter and slammed into the camelback hills where he was supposed to land. Karzai brushed off the near miss, but his American guardians insisted on returning to Kabul. Half-jokingly, Karzai said, "I'm an Afghan, and I promise I'll take my revenge." Sure enough, the next day, Karzai slipped past his American protectors and, with two baffled Afghan bodyguards in tow, commandeered a driver to take him to a Kabul bazaar. The President wanted to buy a pomegranate.

It took a few seconds for shopkeeper Gul Ahmad to realize that the elegant man asking for the ruby red fruit was none other than the leader of Afghanistan. Ahmad hugged Karzai and began shouting his name in disbelief. Soon a crowd gathered, pressing in on the President. By all accounts, he was at ease, joking with shoppers, enduring bear hugs. Meanwhile, his two Afghan bodyguards were frantically calling for backup. But Karzai bought his pomegranate and, by showing he wasn't intimidated, had exacted his revenge.

More important, it gave Afghans and Karzai a brief chance to get reacquainted. Karzai needs this kind of impromptu pressing of the flesh because on Oct. 9 he will face 17 rivals in the country's first-ever presidential election. Since political differences here are often resolved with bullets, Karzai, 46, has been an invisible candidate, rarely leaving his granite-walled palace.



**ALLIES?** Karzai, amid heavy security, greets a tribal chief

## “We will hit the election offices ... and any

U.N. officials say a third of the country is still in the grip of either Taliban fighters or lawless warlords, making it nearly impossible for Karzai and other candidates to campaign freely. Parliamentary elections will be held next April.

This election is being closely watched in Washington. During his campaign, President George W. Bush has repeatedly touted Afghanistan as a success story, in part to counter the horrific news coming out of Iraq. The inevitable TV-news clip of an Afghan woman lifting her blue veil to mark a ballot will be offered as compelling proof that Afghanistan, as Bush says, is “on the path to democracy and freedom.”

It is still a difficult journey. To help se-

cure Afghanistan against a new Taliban offensive aimed at sabotaging the elections, the U.S. is flying in 1,100 more troops to join the 15,000 already in the country. The Taliban, which ruled Afghanistan for nearly six years before the U.S. toppled the regime after 9/11, has made a campaign promise. “We will hit the election offices and the candidates, and anyone who gets in our way will die,” spokesman Abdul Latif Hakimi told TIME by satellite telephone from an undisclosed location. At the same time, any victory that smells too much of U.S. influence could taint rather than legitimize Karzai and widen the murderous ethnic divisions among Pashtuns, Tajiks, Uzbeks and Hazaras. The vote could also

conceivably strengthen the warlords, weakening Karzai's ability to govern. He's trying to secure victory through brokered deals, offering some of the warlords jobs in his next Cabinet. As John Sifton of Human Rights Watch, a U.S. monitoring group, says, “Votes aren't being campaigned for; they're being bought by strongmen.” Afghans, in other words, still live under the rule of the gun and the bribe, not the ballot.

The strongmen don't come any stronger than General Abdul Rashid Dostum. A former communist general known to have ordered enemy captives crushed under a Russian tank, Dostum, 49, is trying to transform himself from warlord into smiling



voters don't understand that their ballot will be kept secret." Karzai's supporters aren't above arm twisting either. In the eastern province of Khost, a group of 300 elders of the Terezy tribe threatened to torch the houses of anyone who doesn't cast his or her vote for the President.

Even without such threats, Karzai would win a first-round majority of 51% in a fair and free race, say international poll observers. Karzai is considered one of the few candidates who don't have blood on their hands from the bitter 1992-96 civil war. (Massouda Jalal, a plainspoken doctor and the sole woman in the field, is another.) Nor is Karzai pushing the interests of his fellow Pashtuns ahead of other ethnic groups. Pragmatic Afghans realize that foreign aid, which totaled \$2.3 billion this year, might dry up if Karzai, who is well respected in the West, were to lose.

Karzai has some legitimate campaign challenges. A senior Afghan official says Iran, Russia and Pakistan are throwing money at different candidates. A Kabul black-market money changer claimed that the dollar's recent rise against the afghani, from 52 to 45, was due to the sudden influx of dollars. "In my village," says Fida Mohammed, who is from the Shomali Plain near Kabul, "our elders are seeing who offers us most before telling us how we should vote."

Alarmed by the possibility that Karzai might not win in the first round (experts say he would win a runoff against any single candidate), the President's supporters—including the U.S. ambassador to Afghanistan, Zalmay Khalilzad—are scrambling to shore up votes. Senior Afghan offi-

# one who gets in our way will die.”

—TALIBAN SPOKESMAN  
Abdul Latif Hakimi

presidential candidate. That's going to take some finesse, given that he strikes fear in many Afghans in his northern stronghold of Shebarghan. Dostum's idea of campaigning is to sit on a throne-like chair in his rose garden and scowl at a line of deferential tribal elders, officials and militia commanders who will be expected to deliver votes from among the Uzbeks. Those who don't obey suffer—such as one Uzbek man whose wife was kidnapped when he refused to rejoin Dostum's forces.

To expect a U.S.-style election in such a traditional society is wishful thinking, says Afghanistan's National Security Adviser, Dr. Zalmay Rassoul. In the countryside, only 36% of men and 8% of women can

read, so most will follow the advice of village clergymen, tribal elders and family patriarchs. "What we don't want," says Rassoul, "are commanders who try to influence people by threats."

Threats may be inevitable in a race in which at least five candidates are linked to private armies. Karzai's main rival, Yunus Qanooni, 43, is a former resistance leader who still commands loyalty from Tajik fighters in the north. In hundreds of the country's 5,000 polling stations, it will be Qanooni's men who stand guard, raising the prospect of intimidation. Many voters think that somehow the commanders will know whether they have betrayed them on the ballot. Says Sifton: "The vast majority of

cials, U.N. representatives and Western diplomats all claim that Khalilzad, an energetic Afghan American, is trying to induce several candidates—including the President's main rival, Qanooni—to drop out and throw their support behind Karzai. The ambassador denies that, even though one candidate, Mohammed Mohaqiq, went public with such an accusation. Khalilzad and Karzai dine together at least three times a week, palace insiders say, and many Afghans, by nature conspiratorially minded, are convinced that the election's outcome is rigged to favor Karzai.

To win decisively, Karzai needs support from his Pashtuns, many of whom are facing the threat of marauding Taliban and

al-Qaeda fighters. It is a measure of the desperation of Karzai's supporters that a pro-Taliban tribal chieftain, Naim Kochi, was released two weeks ago from American custody in Guantánamo Bay, Cuba, where he had been held for having truck with renegade anti-U.S. commander Gulbuddin Hekmatyar. Kochi was sprung because he could deliver more than 55,000 votes from his Ahmedzai tribe, according to an influential tribesman involved in the negotiations. But after his two years in Gitmo, the gray-bearded elder may choose not to help Karzai. Revenge, after all, is an Afghan specialty.

On a crackling sat phone, Taliban spokesman Hakimi was heard ordering his men to turn off their motorcycle engines. He could have been speaking from a mountain road or a town in neighboring Pakistan, where many of the Taliban gather in the fundamentalist religious schools called *madrasahs* before crossing the border to try to kill U.S. soldiers. "Elections aren't part of Afghan culture. Anyway, it is fixed so the American puppet Karzai will win," he says. Afghan intelligence officials in the southern city of Kandahar say more than 2,000 Taliban fighters are roaming the desert outskirts of the city. Says Nick Downie, a representative of the Afghanistan Non-Governmental Organizations Security Office (ANSO), which provides security updates for aid workers: "The Taliban seem to be consolidating, moving their men into place for a big push at

elections." In Kabul, coalition soldiers have found explosives hidden in trucks, taxis and even fruit carts. There are fears that more bombs may have gone undiscovered, primed for election targets.

National Security Adviser Rassoul says the Taliban and al-Qaeda may terrorize the election but they won't succeed in stopping it. More than 10 million voters are registered, he says, though some observers say those figures are inflated by multiple registrations. Says Rassoul: "The Taliban won't derail the process." In the meantime, Karzai is assured of one vote from his Kabul shopping trip: a bent old man who pleaded with him to help free his son, thrown in jail during the Taliban days and forgotten there. Karzai drove the old father back to the palace to personally arrange the son's release. So at least one Afghan is on the path to freedom. But for the rest of this country, the freedom to vote isn't likely to translate soon into freedom from the fear of warlords and terrorists. —With reporting by Massimo Calabresi/Washington, Muhib Habibi/Kandahar and Nick Meo/Shebarghan

SEARCHING: A U.S. soldier on the prowl in Afghanistan



## THE HUNT FOR OSAMA

# How Hard Is the U.S. Looking?

It was inevitable that challenger John Kerry would sling out the questions during his first debate with President Bush: Where in the world is Osama bin Laden, and why hasn't the U.S. captured him?

America's closest allies in the hunt seem unenthusiastic. Nearly three years after closing in on bin Laden and losing him in the Tora Bora mountains, Pakistani and Afghan intelligence officials claim that the trail is cold. The last credible sighting of the gaunt terrorist in chief was more than a year ago along the Afghanistan-Pakistan border, according to a senior Pakistani intelligence official. "He is quiet," adds the Islamabad official. Says an Afghan official in Kabul who works closely with the U.S. search team: "There's nothing here to go after. Bin Laden's fallen off the radar."

U.S. officials refuse to comment on bin Laden intelligence, but they have long believed he is in the mountainous, lawless Pakistani border region of Waziristan. Terrorism experts say that rather than risk satellite-phone communication that can be pinpointed by U.S. eavesdroppers, bin Laden relies on a string of runners to carry his notes or recordings from his redoubts. Those audiotapes and videotapes reach news agencies in the Pakistani border city of Peshawar or the capital, Islamabad, strengthening the U.S. view that he's in Pakistan. Ayman al-Zawahiri, bin Laden's second-in-command, also believed to be in the area, released such a tape last week, beseeching young Muslims to rally to his cause "if we are killed or captured."

But a seven-month-long

Pakistani offensive designed to flush bin Laden from Waziristan has come up empty. The Pakistanis say bin Laden is hiding in Afghanistan, while the Afghans agree with the Americans that he's on the Pakistan side. Says Lieut. General David Barno, U.S. commander of coalition forces in Afghanistan: "They probably feel more protected by their foreign fighters in remote areas inside Pakistan."

The U.S. has shifted its search strategy. Out of an estimated 18,000 U.S. troops in Afghanistan, some 5,000 are scrambling through the impossible terrain in places where bin Laden might be hiding. That area is a saw-bladed mountain range 2,400 km long. But most troops aren't just looking for him specifically. Instead, they are patrolling the border against incursions by Taliban and al-Qaeda fighters. Rather than trek through the vast mountainous region hoping for a chance encounter, the U.S. command is now engaged in a slow but probably more effective tactic of trying to win over Pashtun villagers by digging wells and giving away tractors and generators. The hope is that someday a villager might trust the Americans enough to reveal some useful

intelligence about bin Laden or other enemies.

As a result, Pakistanis doubt that the U.S. military can produce an October surprise—a scenario in which bin Laden is grabbed and Bush reaps the electoral gains. And beyond politics, Pakistani officials say they're not convinced that bin Laden really matters anymore. Says a senior Pakistani intelligence official: "For years the Bush Administration insisted that O.B.L. was running a terrorism franchise. We told them that it was not like this, that while al-Qaeda has a global ideology—hatred of America—their operations are local."

That won't play in Washington. The Administration wants Pakistan to do more to track bin Laden down but is afraid of endangering what help it does get fighting terrorism. A senior U.S. official mocked the Pakistani offensive as "7,000 to 10,000 Pakistani troops courageously battling 200 al-Qaeda guys to a standstill." As for bin Laden, he is still the figurehead, the most potent symbol of Islamic terrorism. And he still tops America's most-wanted list.

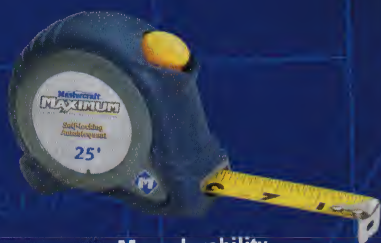
—By Tim McGirk/  
Kabul. With reporting by Syed Talat Hussain/Islamabad and Timothy J. Burger/Washington

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# APPOINTMENT IN SAMARRA

THE U.S. HAS A LOT OF WORK TO DO IF IT'S GOING TO TAKE BACK IRAQI cities held by insurgents. The job began last week, as 3,000 U.S. and 2,000 Iraqi troops stormed Samarra. In September talks with tribal groups there helped the U.S. begin to seat a city council. But the accord broke down, and the city slipped into rebel control. Baghdad bureau chief **Michael Ware** reports from Samarra, which is a tune-up battle for tougher strongholds like Fallujah.

**T**HERE WERE A LOT OF NASTY places to be in Samarra last week after U.S. and Iraqi forces began their assault early Friday morning, but one of the nastiest was with the platoon led by Lieutenant Ryan Purdy.

Sweating it out in streets full of smoke and the odor of cordite, Purdy and his troops found cover in firing positions littered with flesh from insurgents blown apart by U.S. cannon fire from an armored vehicle. Pinned down by snipers, the men were trapped alongside the corpses, battling a stench that grew stronger as the morning wore on and the temperature climbed. When at last the platoon could move, it could do so only under the cover of chattering guns and multicolored smoke grenades. By then, the rebels that the platoon was fighting had simply melted away. "This enemy wants to erode our forces while preserving his own," a frustrated Purdy said.

If that is the rebels' goal, they will have to work hard to achieve it. The Samarra offensive played by the slippery rules of guerrilla warfare that U.S. troops have come to master more and more. The bulk of what intelligence suggests are 200 to 500 rebels is thought to be made up of local Baathists and former military officers fighting for a return of a Sunni-dominated government or national liberation. The rest are foreign jihadis and hard-core Iraqi Islamists heeding the call of terrorist leaders like Abu Mousab al-Zarqawi. For weeks, the al-Zarqawi fighters

had made their presence in the city known. Only two days before the attack, there were reports of armed men roaming the city under the group's telltale black-and-yellow banners, stopping traffic and seizing music cassettes, which they consider un-Islamic, and replacing them with religious tapes.

In the first hours of Operation Baton Rouge, as the assault on Samarra was code named, the insurgents would not even have known about the thousands of troops, heavy armor and attack helicopters massing against them. Any column entering the city could easily have been taken for just another patrol or sweep. But as early as Monday, a brigade-size contingent was quietly forming around the city.

Handling the heaviest fighting would be the soldiers of the battle-hardened 1st Battalion of the 14th Infantry Regiment. Stationed in Kirkuk to the north, the 1/14 battalion knows something about the feints and vanishing acts of the insurgents, having faced them in Najaf, Tall 'Afar and elsewhere. The 1/14 would follow the 1st Battalion of the 26th Infantry Regiment, which would hit Samarra first, crossing a long bridge leading into the city to secure a staging area for the troops that would pour in afterward. Just past midnight on Friday morning, the 1/26 moved. The 1/14, not far behind, heard the firing.

"I'm nervous," confided one member of the 1/14, a 19-year-old infantryman with a wife and baby at home. "They say these guys will stand and fight." The squad commander did what he could to keep the anxious

men focused on the job. "Let's make this the worst morning of their lives," he challenged.

It may have been—but for both sides. The scene in Samarra was similar to those anywhere in Iraq in which soldiers have had to shoot into cities. In one intersection, the body of a rebel lay in pieces, torn apart by 25-mm cannon fire, while a mother hurried by holding her toddler by the hand. The child stared at the remains. At one point, a group of Purdy's men tumbled into an Iraqi house seeking safety and found themselves facing a woman with her arms around five children. Figuring that the soldiers would not harm her family, she offered the Americans water. Elsewhere, heads kept popping out from front gates as quizzical residents—perhaps numbed after so many months of conflict—looked out at the commotion. "Get inside! Get inside!" soldiers screamed desperately. Children endlessly scampered across streets, forcing the troops to shoot above their heads. One old man carrying a mop sauntered between the lines. "These people are crazy," said a sergeant.

But the messy warfare produced quick results, or at least it appeared to. More than 100 rebels were said to have been killed, and the city, for the most part, was quickly brought back under military control—with the Iraqi troops taking special care to seize





**STORMING INTO BATTLE** U.S. soldiers on a mission to retake the city from insurgents walk through streets littered with bodies

"Our worst-case scenario is where we have an enemy who is not coming out to fight," says Pangelinan.

Many of the rebels are probably still lurking in the city, hoping to blend back in or waiting for their chance to flee. It is now up to Iraqi forces to sniff them out. Some insurgents may have already been nabbed making their getaway—like six men who were captured in a boat crossing a river on Saturday—but it's hard to tell because once they put down their weapons, they could just as easily be seen as civilians. When a platoon was ambushed on a residential street late on Friday—triggering a blazing exchange between two U.S. units—four unarmed men emerged an hour later claiming they had merely been out shopping. "I say we just kill 'em anyway," a rifleman who had been part of the friendly-fire incident darkly joked.


In a measure of the looking-glass standards that have come to be applied in this increasingly makeshift war, Iraqi Interior Minister Falah al-Naqib told a press conference on Saturday that the battle for Samarra had been a "very clean" operation. That may be, but if so, American planners won't want to see messy. ■



Samarra's Golden mosque, denying the rebels the kind of rallying point they had had when they hunkered down in the Imam Ali shrine in Najaf. Although fighting continued throughout the afternoon and sporadically into Friday night, the enemy simply seemed to evaporate afterward. "By about [2:00 p.m.] they realized what they were up against and withdrew,"

says Captain Jim Pangelinan, who led his Alpha Company of the 1/14 into the western edge of the city. Withdrawing, however, can be the most confounding thing the insurgents do.

Al-Zarqawi's fighters think nothing of the martyrdom that comes from dying in battle, and if they simply vanished this time, U.S. forces will surely see them again.



Why a pharmaceutical giant withdrew its best-selling arthritis drug, and what that means for you

# A Painful Mistake

By CHRISTINE GORMAN

**I**N A WORLD IN WHICH THE FORTUNE OF a pharmaceutical company can rise and fall on the strength of a handful of blockbuster drugs, Vioxx was a giant. Unveiled with great fanfare by Merck in 1999, it was part of a group of prescription medicines called cox-2 inhibitors that were supposed to be safer for treating arthritis pain than over-the-counter remedies like aspirin, ibuprofen and naproxen. Thanks to an aggressive, multimillion-dollar marketing campaign in 80 countries, the drug racked up \$2.5 billion in worldwide sales last year and accounted for 11% of Merck's revenue.

So it wasn't just big news when Merck announced last week that it was pulling

Vioxx off the market; it was a bombshell that rocked financial markets and set doctors' phones ringing. A few days earlier, an independent panel had concluded that taking the drug for more than 18 months doubled the risk of suffering a heart attack or stroke. Merck had a choice: it could beef up its warning labels, or it could bite the bullet and pull its blockbuster off the market. Given the legal risks of selling a drug known to cause heart problems, Merck probably did the right thing.

The reaction on Wall Street was swift and brutal. Merck's chief executive Ray Gilmartin announced that the company's 2004 earnings could shrink as much as 20%. Its stock promptly lost \$28 billion of its market value, temporarily dragging the Dow Jones industrial average down with it. The timing

could not have been worse for Merck, whose sales last year grew a paltry 5%, compared with 23% in 2000, and whose big anticholesterol drug Zocor will lose patent protection in 2006, with nothing to replace it. Some analysts wondered whether the company was ripe for a merger—an idea Merck executives have steadfastly rejected. "Without a deal, Merck cannot grow," says Richard Evans, a senior analyst with Sanford C. Bernstein & Co. "In fact it may get smaller."

Worried patients peppered doctors and other health-care providers with questions of their own. Should they stop taking Vioxx right away? How long could they expect its side effects to persist? Was there another drug they could take instead? Most doctors rushed to reassure. "This is a serious issue and should be dealt with seriously," says Dr. David Wofsy, president of the American College of Rheumatology. "But for the vast majority of people who are on Vioxx or who have ever been on Vioxx, there is no harm." (More on that in a bit.)

The recall also raised long-simmering doubts about the benefits of the whole class of cox-2 inhibitors. These so-called designer drugs, which include Celebrex and a newer drug called Bextra, were supposed to offer the pain-killing power of aspirin without the damage to the stomach lining. But they were a lot more expensive than over-the-counter

pain-killers (in the U.S., prescriptions cost as much as \$2 to \$3 a day), and many doctors felt the drugs were being hyped far beyond their medical value. "These agents have been the subject of absolutely intensive, unrelenting marketing," Wofsy says. Even if you don't have arthritis, you can probably hum the Celebrex jingle or Vioxx's *It's a Beautiful Morning* theme.

So far, none of the other COX-2 inhibitors have been tarred with Vioxx's brush. Pfizer's Celebrex has been studied the longest; some patients in three ongoing Celebrex trials have been followed for several years without signs of cardiovascular effects. Bextra, also from Pfizer, hasn't been tested as long, but so far the data look good. Two more COX-2 inhibitors, Arcoxia (from Merck) and Prexige (from Novartis), are awaiting approval in the States from the U.S. Food and Drug Administration (FDA). "Obviously, we now have to look more carefully at the other members of the class," says Dr. Steven Nissen, a cardiologist at the Cleveland Clinic who voiced his concerns about Vioxx several years ago.

The first hint that there might be a problem with Vioxx surfaced in 2000, just a year after the drug won FDA approval. A study that compared Vioxx with naproxen (the active ingredient in Aleve) showed that Vioxx cut gastrointestinal problems in half but increased the risk of heart attack from 0.1% to 0.4%. Those results were ambiguous, though. Was Vioxx causing the heart attacks, or was naproxen protecting the heart? Few experts fault Merck for continuing to market Vioxx on the basis of that study alone.

But the evidence didn't stop there. Subsequent studies based on reviews of large numbers of clinical records continued to show troubling indications. The final straw was a piece of research that Merck conducted. It was a particularly careful study—a randomized, double-blind trial of 2,600 patients, comparing Vioxx with a placebo—designed to determine whether

## BEYOND VIOXX

If you have been taking Merck's newly withdrawn drug, there is a wide range of alternatives to choose among, each with its own pros and cons

### ASPIRIN

The old standby decreases the risk of heart attack and reduces the number of polyps in the colon. But long-term use **can trigger ulcers**, internal bleeding and, in rare cases, death

### IBUPROFEN

Also known as **Advil** and **Motrin**, ibuprofen is often used for muscle pain and menstrual cramps. Its prolonged use, like aspirin's, can lead to ulcers, bleeding and worse

### NAPROXEN

Also known as **Aleve** and **Naprosyn**, naproxen may help protect the heart. Side effects include the usual: ulcers, bleeding and, rarely, death

### CELEBREX

Pfizer hasn't convinced the U.S. government that this **COX-2 inhibitor** is gentler on the stomach. No signs so far of cardiac trouble, swelling or hypertension

### BEXTRA

Another COX-2 drug. Recommended doses show no heart problems, but higher doses may cause swelling and **hypertension**

Vioxx might prevent the formation of polyps in the colon. The study was scheduled to last three years, but two weeks ago, the panel of doctors and statisticians that was monitoring the trial's safety data informed Merck that the evidence of cardiovascular problems in the subjects taking Vioxx was clear—so clear that the trial should be halted immediately. The study showed that patients who took Vioxx for more than 18 months had a small but significant risk of suffering a heart attack or stroke—1.5% for Vioxx users, compared with 0.75% for the placebo group. After a weekend spent double-checking the safety panel's data and conclusions, Merck

officials told the FDA that although there was no increase in the number of deaths among those who took the drug, the company was voluntarily recalling its drug worldwide.

So what should you do if you have a bottle of Vioxx in your medicine cabinet? "For younger patients who are otherwise well, I think you can afford to wait until you talk to your doctor," says Dr. Meggan Mackay, a rheumatologist at Columbia Presbyterian Medical Center in New York City. Older patients, particularly those with a history of heart disease, should stop taking the drug immediately and consult their doctor about a new treatment. But don't throw away your bottle; Merck has promised to reimburse customers for unused medication. For more information, call 1-888-36-VIOXX.

In the meantime, don't assume you necessarily have to switch to another COX-2 inhibitor. Aspirin, ibuprofen and naproxen work just as well as the prescription drugs, provided that you are not at increased risk for bleeding, peptic ulcer or other gastrointestinal problems. (See box for more details.)

Remember also that there's more to treating arthritis pain than popping a few pills. If you have osteoarthritis (the kind that is the result of wear and tear on the joints), you can also find substantial relief just by building up the muscles that surround those joints—for example, through gentle exercises like Tai Chi, yoga or walking. The point is to keep the joints moving, even if they start the day a little stiff.

More broadly, the news about Vioxx shows once again why it is so important to continue to monitor the safety of a medication even after it has been approved. Most clinical studies involve only a few thousand patients and may last less than a year—enough to catch major problems. But once a drug passes muster with the FDA, it is often prescribed for millions of people. That's when more subtle side effects may emerge. Unfortunately, so-called postapproval surveillance still tends to get short shrift.

In addition, most drug companies carefully select study participants to exclude people who have more than one disease. That makes good scientific sense, but it's not very reflective of the real world, where someone might suffer from arthritis and heart disease and stomach problems all at once. Figuring out which drugs truly are safe and effective—and under what circumstances—is bound to become more complex as the population ages and more medications are developed for chronic conditions. Vioxx may be the biggest withdrawal of a drug in years, but it won't be the last. —With reporting by Unmesh Kher/New York

# Adieu, Nos Amours

It's game over for the Expos. TIME looks back at the team's hits, misses and regrets

By STEVEN FRANK MONTREAL

**T**AXI DRIVER YVON ROY GIVES ME the once-over in his rearview mirror when I ask him to take me to Olympic Stadium. "You're going to the funeral," he says, referring to the last rites for the Montreal Expos, which were finally about to succumb after a decade-long death swoon. Heading east on traffic-stricken Sherbrooke, Roy, 76, acknowledges that he's one of the fans who all but abandoned the team through the years. At one time a fervent supporter, he was demoralized by the way Montreal's beloved rising stars were traded away year after year. Nearing the east-end stadium, Roy goes misty-eyed and then is overcome with guilt. "Makes me feel like I have a part in letting them go," Roy says. "If this is the last game, I feel real bad."

An hour later, Expos president Tony Tavares confirmed what Roy had feared: this was to be the last game in Montreal for a team known without irony as Nos Amours. Tavares spoke with compassion,

THE GAZETTE

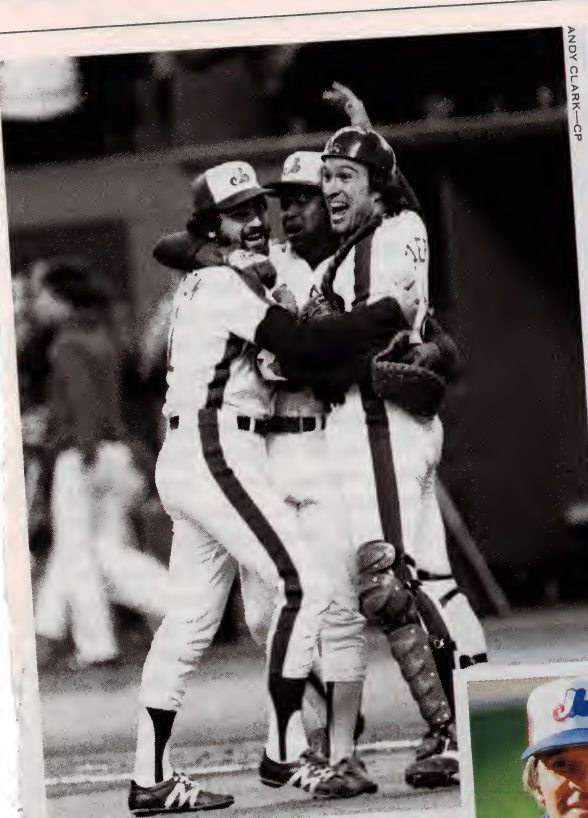


**MEMORIES** Mack Jones, above, scores after hitting the team's first homer at Jarry Park; Jeff Reardon, Warren Cromartie and Gary Carter celebrate an '81 play-off win, top center; Rusty Staub bats in the Expos' first season, bottom center; mascot Youppi, inset



MONTREAL GAZETTE—CP





ANDY CLARK—CP

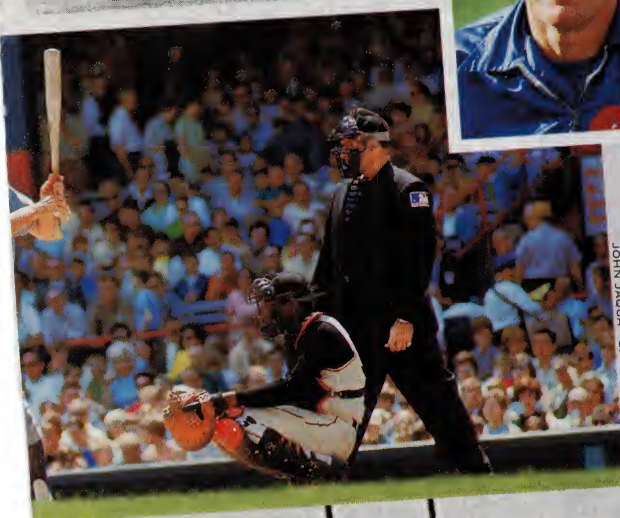


MARCOS TOWNSEND—CP

STEPHEN DUNN—GETTY IMAGES



JOHN JACUA—SPORTS ILLUSTRATED



WALTER IGOSS JR.—SPORTS ILLUSTRATED

but there was no hiding the fact that as far as Major League Baseball (MLB) was concerned, dismantling the franchise and relocating it to Washington, D.C., was the equivalent of a mercy killing. Standing in a press room in the concrete bowels of Olympic Stadium, Tavares was asked if there had ever been hope the franchise could be saved. "In my view," said Tavares, president since 2002, "there hasn't been hope since the day that I got here."

A funeral's mood can depend on how the victim died. Judging by the crowd at Olympic Stadium on Wednesday, the still twitching corpse was the product less of a mercy killing than of a murder. From certain perspectives, the stadium looked like a hate-in organized against MLB commissioner Bud Selig and former Expos bosses Claude Brochu and Jeffrey Loria. Typical signs read, "Bud Sucks," "Baseball majeur tu m'écœures" (Major League Baseball, you make me sick) and "... F\_\_\_ Bud Selig, F\_\_\_ Washington." And so on. Amid the pregame gloom, someone controlling the stadium intercom decided, appropriately enough, to play Jimi Hendrix's *Manic Depression*.

There were tears too. For the past three years, John Poliquin, 34, and his son Sammy, 7, have come to cheer on the team 30 to 40 times a season. How were they feeling? "Well, you

**HUMBLE BEGINNINGS** The Expos at Jarvis Park, below, and an early usher, right. Later, stars like Pedro Martinez, top right, and Pete Rose, inset, drew big crowds

MONTREAL LA PRESSE—CP



know what, it's baseball, yes," Poliquin says, standing near the top edge of the Expos dugout. "But it's our thing, you know," he says, pausing as his eyes tear up. He looks at his son, and Sammy's blank expression turns into a pained grimace. "It's hard for me, because of him," Poliquin finally says. "It's not something you're taking away from me. It's something you're taking away from him," he says. "This is what he knows best. This is what he talks about all the time..." His voice trails off, and now his tears are flowing.

I know a bit about it myself. When I was 8, I went with my father to my first Expos game: the home opener in Montreal on April 14, 1969. The first Major League game played outside the U.S., the match at the makeshift Jarry Park against the St. Louis Cardinals was an iconic event. I remember sitting on the first-base side in the brilliant sun, the colorful flags fluttering in the clear sky, the smell of beer and cigars, the crack of Mack Jones' bat as he hit a three-run homer for the Expos over the right-field fence. The event has generated its own national lore: how some fans were sitting on folding chairs in the bleachers because the stadium seats were not yet installed or how the pitching mound sank a few inches before the game. Despite the snags, baseball became an instant hit in Montreal. In a front-page article in the *Montreal Gazette* the next day, Ted Blackman wrote, "You know something special is happening when the fans bypass exits, parking lots and taverns to head straight for the advance ticket windows."

Montreal fans may be fickle, but they certainly never abandoned the Expos in the club's initial 10 tough years. When the Expos finally picked up momentum in their first heyday (1979 to 1983), the club drew about 2 million fans a year, more than the major league average. Led by stars including Gary Carter, Andre Dawson and Steve Rogers, the Expos hit a peak in 1981, reaching the National League championships, only to lose to the Los Angeles Dodgers in the ninth inning of the final game.

It's possible the Montreal fan base never had time to become established enough to withstand the hard times that were to come, says Rogers. Or maybe the organization in this city of 3.5 million was just mismanaged in its later years. When the Expos played well, Montrealers certainly showed up. That



**THE LAST HOME GAME** Terrmel Sledge's pop fly ends the Expos' 9-1 defeat. Pitcher Luis Ayala hugs one of his coaches after the loss



was the case in 1994, when the team was undoubtedly the best in baseball—until a players' strike killed its torrid momentum. After that, the Expos' world began to fall apart as management let one great player after another slip away. Among the most depressing events was the "fire sale" of 1995, when the team lost Larry Walker, John Wetteland, Ken Hill and Marquis Grissom. Fans followed the Expos stars out the door, never to return.

Ultimately, of course, baseball is a busi-

ness. Charles Bronfman, the billionaire Seagrams scion who owned the team from its inception until 1990, says that in the late '80s, "the economics of the game became impossible for us." In his last season of stewardship, Bronfman says, the Expos' revenues were equal to what the Yankees were generating just from selling TV and radio rights. Another problem, says Bronfman: No support from the province or city to build a dedicated downtown baseball stadium. Staying in Olympic Stadium, he says, was an "awful" option. "You cannot play a pastoral game in a concrete jungle," he says.

But the actions of the two subsequent groups of owners, one led by Brochu, the other by Loria, stand out in the Expos fans' book of infamy. In 2002, in one of the darkest moments for fans, Loria flipped his share of the Expos to MLB in a deal that is the subject of a racketeering lawsuit brought by his former limited partners. Loria wound up with the Florida Marlins, and the Expos became orphaned wards of MLB, which, in a style teetering between neglect and abuse, let the club wilt.

What was the worst part? Katie Hynes, 48, a season-ticket holder who religiously attended games for 36 years, focuses her wrath on the players' dispute of 1994 that culminated in the major leagues' canceling the World Series. "That is unforgivable, unforgivable!" cries Hynes, her blue eyes blazing. Wednesday continued to be the "saddest day" in Hynes' life when the game started. Facing the Marlins, the Expos gave up four runs in the second inning, another in the third and four more in the fifth. In response, the Expos could produce only one run.

Late in the game, the lowly Expos appeared certain to end their stint in Montreal with a final loss. What did the crowd do? After all their ups and many difficult downs, the long-suffering Montreal fans responded with style. As the Expos took the field at the top of the ninth for the very last time at home, the crowd stood and gave the team a heartfelt standing ovation. Most of the 31,395 fans were still standing when the game ended and remained on their feet as a few longtime Expos came onto the field to thank the crowd. And thousands were still standing—as if in an impromptu moment of silence—after it was clear there was nothing left to do but go home.

—With reporting by

Tom Maloney/Calgary



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Photo: Al Seib Costumes: Dominique Lemeux © 2000 Cirque du Soleil





WHAT'S > NEXT

# FORWARD THINKING

Oracles, futurists, visionaries—some people make their living by trying to divine the shape of things to come before anybody else. And we all avidly await their predictions

BY LEV GROSSMAN

**A**LBERT EINSTEIN REMARKED IN 1932 THAT “THERE IS NOT THE slightest indication that nuclear energy will ever be obtainable.” Thomas Edison thought alternating current would be a waste of time. Franklin Delano Roosevelt once predicted, when he was Assistant Secretary of the U.S. Navy, that airplanes would never be useful in battle against a fleet of ships. There’s nothing like the passage of time to make the world’s smartest people look like complete idiots. So let’s look at a few more. In 1883 Lord Kelvin, president of the Royal Society and no mean scientist himself, predicted that “X rays will prove to be a hoax.” When Gary Cooper turned down the Rhett Butler role in *Gone With the Wind*, he is said to have remarked, “I’m just glad it will be Clark Gable who’s falling flat on his face and not Gary Cooper.” “Everything that can be invented, has been invented,” announced Charles H. Duell, commissioner of the U.S. Patents Office—in 1899.

Why is predicting the future so difficult? After all, if history is just one damn thing after another, shouldn’t the future be more of the same? But over and over again, even our most highly educated guesses go disastrously wrong. (Here’s Coco Chanel on the miniskirt, in 1966: “It’s a bad joke that won’t last. Not with winter coming.”)

Of course, the smart play would be not to try to guess what’s coming next. But that’s not how we’re wired. Trapped as we are in the one-way flow of time, not predicting the future would be like driving a car without bothering to glance through the windshield from time to time. We des-

perately need prophets, even false ones, to help us narrow the infinity of plausible futures down to one or at least to a manageable handful. We look at the present and see the present; they see the seeds of the future. They are our advance scouts, infiltrating the undiscovered country, stealing over the border to bring back priceless reconnaissance maps of the world to come.

In the following pages, you will meet some of them. There's Hiroshi Tsutsumi, who tries to predict the behavior of one of the most fickle, most influential demographics in the world: the Tokyo hipster. Former jazz musician (and current U.S. Federal Reserve Chairman) Alan Greenspan has been staring the future in the face for years and has to put America's money (and his) where his mouth is. Peter Schwartz is the man whom U.S. Senators, CEOs and movie directors go to for previews of the future. He predicted the rise of OPEC in the 1970s and the fall of the World Trade Center in 2001.

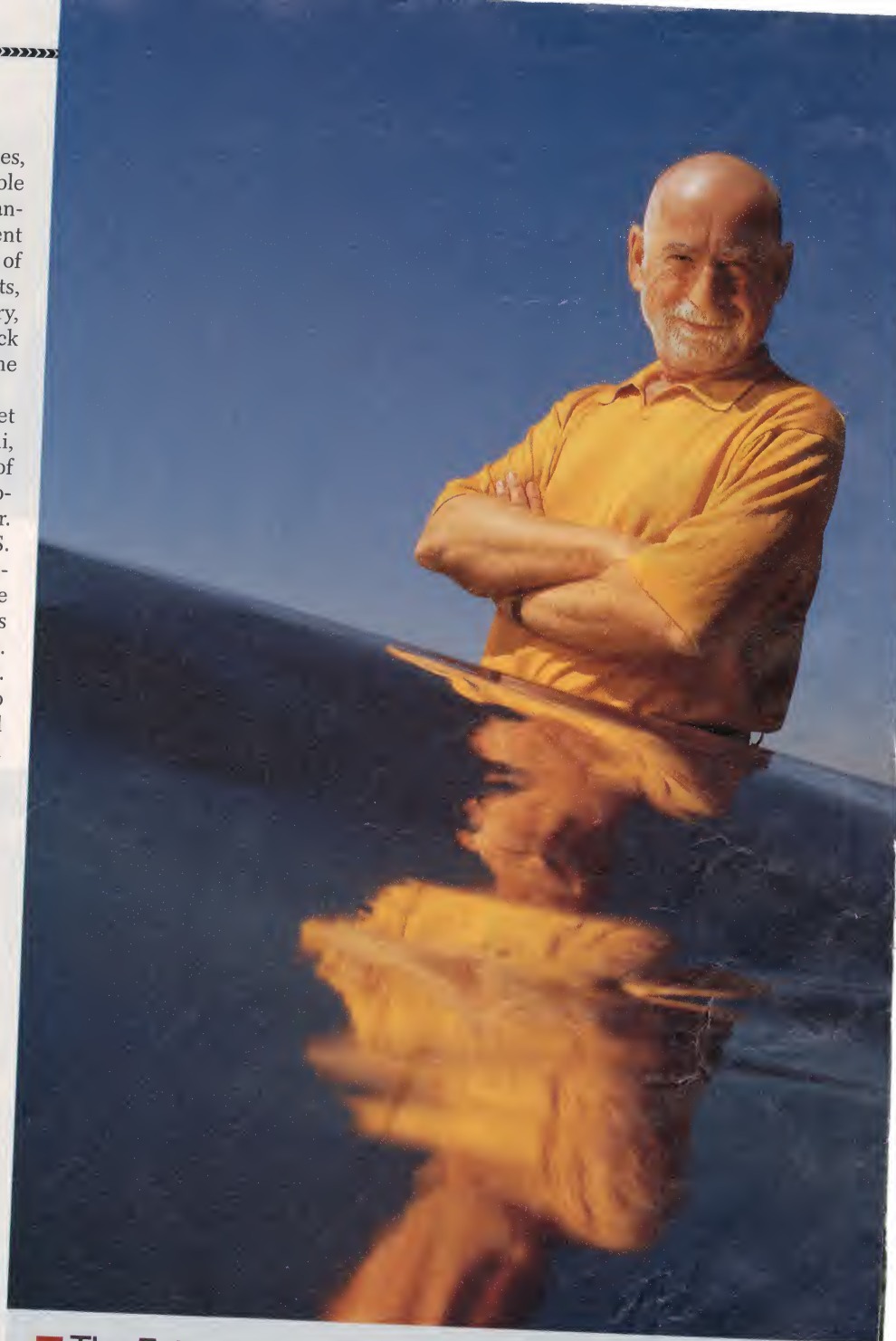
Sherri Lansing picks blockbusters for

## ► Prophets, even false ones, narrow the infinity of plausible futures

Paramount Pictures—she has scored in the past with big bets on *Forrest Gump*, *Braveheart* and—maybe you've heard of it?—*Titanic*. And mathematical geophysicist Vladimir Keilis-Borok comes into the office every morning to try to work out where the next major earthquake is going to strike. He's had a few notable successes and one recent, prominent failure. No pressure there, Vladimir.

You have to feel for them. Look at how often we disagree over events in recent history, let alone on what's next. But thank God some people are willing to put themselves out on a limb, even at the risk of being made fun of by future generations of smart-aleck writers.

We humans are gamblers by nature, incorrigible ones, but we're certainly not stupid gamblers: we need to know what the odds are and when the fix is in. So let's extend our posthumous thanks to poor fools like Albert Einstein—as well as to Einstein's high school teacher, who once made the following immortal prediction to Einstein's father: "It doesn't matter what he does—he will never amount to anything." ■



## ■ The Futurologist

# LOOKING AHEAD IN A DANGEROUS WORLD

IT'S HEADY STUFF WHEN CAPTAINS OF industry and world leaders—even movie directors—buy into your visions of the future. But for Peter Schwartz, it's all in a day's work. Remember the talking ads, animated cereal box and self-updating newspaper in Stephen Spielberg's *Minority Report*, set in 2054? All from Schwartz. Meanwhile, his consulting firm, Global Business Network (GBN), based in Emery-

ville, California, plots out future scenarios—such as whether another SARS outbreak could affect Singapore Airlines—to help businesses plan for the unthinkable. "Somewhere in each scenario exercise—if we've done our homework—is the future," says Schwartz, 58. "Very rarely have we really missed. More often our failure is in getting people to take it seriously."

That was particularly true before 9/11. The year before, as part of a study for a Senate commission, Schwartz had brought up the horrifying possibility of terrorists flying planes into the World Trade Center. That wasn't the first of his scenarios to come true. In the 1970s, he and his mentors at Shell warned of the rise of OPEC and the oil crisis,

(1991)—now part of the curriculum at many management schools—Schwartz outlined three post-cold war scenarios for the year 2005. New Empires saw the rise of multiple warring trading blocs. Market World imagined the spread of capitalism creating a peaceful “global commons.” But the most prescient vision was Change Without Progress—a world plagued by ethnic revolution, “global gang wars,” corporate raiders, hackers and “portable radio-connected telephones.”

So it's little wonder so many listen when Schwartz speaks. GBN, which was sold in 2000 to the Monitor Group, based in Cambridge, Massachusetts, for a seven-figure sum, has seen a 25% rise in requests for scenarios this year alone. Schwartz won't say who he's currently working with but says he has been asked to come up with several scenarios for a second George W. Bush Administration. If Bush prevails, Schwartz says, the President may become more internationalist and environmentalist. “Even the auto industry is greener than this Administration,” he says.

Schwartz, of course, has been wrong—spectacularly, embarrassingly so. On Aug. 1, 1990, he had dinner with a Chicago CEO and client who asked whether reports of the Iraqi army massing on the border with Kuwait were anything to worry about. “Don't think twice about it,” replied Schwartz, who had worked long enough in the oil industry for Shell to be familiar with Iraqi saber rattling. The next day Kuwait was invaded, and Schwartz “looked like an idiot,” he concedes. “I applied an old mental map to a new situation and failed to force myself to be imaginative.”

GBN's most egregious failure came out of a round-table discussion that it convened in Mexico in 1994 at which the experts all waxed optimistic about the country's future. The three scenarios they devised were Good, Better and Best. None saw the financial crisis and collapse of the peso that hit three weeks later. Again, Schwartz had failed to follow his own rule: always challenge conventional wisdom.

Which is not his problem these days. Contrary to American politicians from both parties, Schwartz says no amount of spending on homeland security will stop another terrorist attack in the States. His best-case scenario: the U.S. will be smarter about limiting the spillover damage to its economy. That, at least, is something. —By Chris Taylor

**DOUBLE VISION:**  
Schwartz tells  
the future as  
a story with  
different  
versions

and as the cold war raged in the 1980s, he foresaw the downfall of the Soviet Union and the rise of an obscure apparatchik named Mikhail Gorbachev.

But Schwartz flinches when you call any of them predictions, since each scenario is only one of a set. The Greening of Russia scenario that foresaw the rise of Gorbachev, for example, was balanced against the New Stalinism, which imagined a hard-line Soviet backlash. “If you try to predict something,” says Schwartz, “you end up with very conventional ideas. Scenarios help you anticipate surprises.”

Sometimes scenarios can presage those surprises more than a decade ahead of time. In his seminal book *The Art of the Long View*

## ■ The Money Man

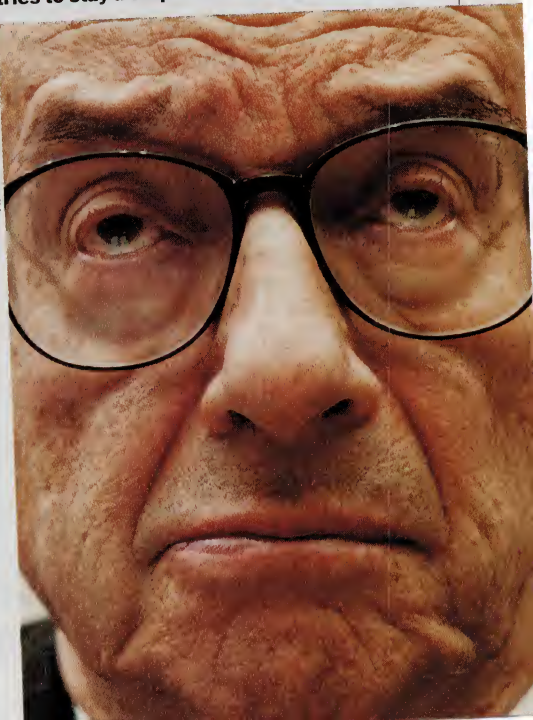
# ALAN GREENSPAN'S CRYSTAL BALL

**A**LAN GREENSPAN'S OFFICIAL TITLE IS Chairman of the U.S. Federal Reserve. But he functions as something akin to America's economic Prognosticator in Chief. For decades Greenspan, 78, has constantly kept a finger in the air, trying to divine the economic future and determine how best to prepare. Is the economy poised to heat up? Raise interest rates. Is it likely to cool down? Cut them a quarter-point. During his tenure, a period that has stretched over four Presidents and assorted stock-market rises and falls, Greenspan has commanded dozens of interest-rate adjustments. For tens of millions of Americans—investors, traders, homeowners—fortunes big and small have been made or lost depending on his judgments about the future.

Despite the importance of Greenspan's task, he is cagey about his methods. He routinely declines press interviews and will describe his decision-making processes only via circumlocutions that even some veteran Fed watchers find confusing. He relies, of course, on factory reports, unemployment stats and other economic data. But he has also developed his own method to help evaluate the likelihood of various scenarios, assigning a probability to each outcome. His priority, he told the Senate banking com-

**PROGNOSTICATOR IN CHIEF** The Fed boss tries to stay a step in front of the economy

ALEX WONG—GETTY IMAGES



mittee in June, is understanding "the many sources of risk ... quantifying [them] ... and assessing the costs associated with each."

In his role as protector of America's economic future, Greenspan sometimes acts to head off scenarios that are exceedingly remote but, in the worst case, could do extreme damage. Concerned last year that growth was not taking hold despite large tax cuts and worried over the slim possibility that the economy could slip into a deflationary spiral, he opted to cut short-term interest rates to 1%, their lowest level since 1958. "His policy was to move aggressively to preempt the chance that this small-probability event would ever take place," says Roger Ferguson, the Fed's vice chairman. "The reward was to avoid any likelihood of deflation or economic collapse, but with a risk the Fed could end up stimulating inflation." It worked out: inflation remained in check.

Greenspan, a former jazz musician (he played clarinet and sax) and a disciple of free-market philosopher Ayn Rand, frequently confronts such agonizing choices. As the Clinton era drew to a close, he correctly foresaw the brewing bubble in high-tech stocks. He searched for a way to alert investors, famously referring to an "irra-

tional exuberance" building up in the stock market. But he refused to say more, believing a sudden collapse in share prices would carry more risk than allowing the market to discover the bubble itself. The high-tech balloon continued to inflate for several years after his warning, then collapsed rapidly, proving the Fed Chairman's prescience.

Over the years, Greenspan has shown a knack for forecasts that have pleased Wall Street and Main Street alike. In mid-September he raised short-term rates one-quarter of a percentage point amid mixed signals on the economy. Growth is relatively robust, despite high energy prices, fears of a housing bubble and spots of stubborn unemployment. This time Greenspan was betting not just that the good news would prevail but also that America might soon confront the risk of renewed inflation. Greenspan is fond of noting that his job involves the study of how human beings react to a continually changing economy. "If we judge that current conditions are similar to particular historic circumstances," he says, "then we can expect a similar result and, with some range of error, anticipate the future." And in Greenspan's case, perhaps even control it.

—By Adam Zagorin

## ■ The Stylemaker CRACKING THE CODE OF TOKYO'S TEENS

THE SILVER CYLINDRICAL EDIFICE OF Shibuya 109 (*Ichi-maru-kyu* in Japanese) shines like a beacon to Japan's teen fashionistas, who journey here every day like the faithful to a holy site. An eight-story, freewheeling, techno-pumping madhouse of 110 boutiques selling clothing, shoes and accessories, Maru Kyu, as it's popularly known, is the one-stop fashion mecca for Tokyo's high-school-girl hipsters, who not only pump billions into Japan's economy each year but also drive trends in hemlines, hair color and heel height from Singapore to Shanghai and beyond. In less than a decade, Maru Kyu has given birth to some of Japan's most potent trends, like 1999's Ego Girl Look (sleeveless tops, form-fitting skirts, 5-in. platform sandals and cross pendants). And it has been the launching pad for some of the country's hippest labels, such as Coco Lulu, LB-03 and Moussy.

The most influential person in this

## ■ The Movie Producer THE ART OF BETTING \$100 MILLION

THINK IT'S DIFFICULT DECIDING WHICH movie to see on a Friday night? Try betting hundreds of millions of dollars on what will be the next box-office hit. Running the show at a big movie company may seem like a glamorous job, gilded with that Gucci and Gulfstream lifestyle, but to survive at the top, it also requires a near biblical gift of prophecy. Fail enough times, and you can say bye-bye to studio life—and the perks that go with it.

At the Paramount Pictures group, the person on the hot seat is its chairman, Sherry Lansing, 60, who smashed the industry's glass ceiling in 1980 when she became the first woman to head production at a major studio. Lansing is the first to admit that there's no surefire way of predicting the next blockbuster. "Sometimes you can make all of the right decisions, and the movie gods will shine on you. Other times they don't," she says. "Luck is needed in nearly every business, but even more so in





TEISUYA MIURA FOR TIME

**FASHION FORCE:**  
Tsutsumi tries  
to be the first to  
foresee what cool  
Japanese teens  
want to wear

humming hive isn't a designer, fashion editor or It girl. It's Hiroshi Tsutsumi, director of tenant planning for the firm that owns 109. Don't let the Orwellian title fool you. It's up to Tsutsumi to decide which designers and companies get to set up shop at 109. That makes the unassuming Tsutsumi, 50, the queenmaker and ultimate power broker of Japan's teen-fashion universe. He helped oversee an overhaul a few years ago that transformed 109 from a conventional clothing mall into the highly concentrated—and profitable—teen wonderland it is today.

To get a sense of what's next, Tsutsumi relies on advice from shop designers and sends staff members to Sapporo, Osaka and elsewhere for scouting reports on what the hippest of trendsetters are wearing. Tsutsumi himself does research in Shibuya, a Tokyo neighborhood popular with the teen crowd. By the time cutting-edge fashions appear in his shops, they're on their way to mass consumption.

Tsutsumi says his role is to ensure that the right designers find the right consumers at the right time. When it works, fashion phenomena are born, as in 1996, when the stylist for pop-music sensation Namie Amuro picked up some miniskirts,

## Her method for green-lighting projects is simple: absorb all the data, but trust your gut instinct

KIMIKU ALSTON—STOCKLAND MARTELL FOR TIME

this one, where you have to catch the zeitgeist and the zeitgeist moves so quickly."

She has certainly had her share of luck. Lansing has been responsible for bankrolling many of the past decade's biggest hits (*Titanic*, *Forrest Gump*, *Braveheart*). But Paramount has recently faced rocky times, scoring well with quirky, smaller films such as *Mean Girls* and *School of Rock* while stumbling with big-budget titles like the remake of *The Stepford Wives* and the effects-heavy *Sky Captain and the World of Tomorrow*.

Still, despite the recent fumbles, no one dismisses Lansing's innate savvy. "She understands stories early on in their idea phase, and she's brilliant when it comes to breaking down scripts and casting," says Lorne Michaels, the *Saturday Night Live* impresario who produced *Mean Girls* and more than half a dozen other films under Lansing's watch. Her 2005 slate is highly diverse, ranging from a music film with gangsta rapper 50 Cent to a new version of *War of the Worlds* starring Tom Cruise and directed by Steven Spielberg.

Lansing says her method for green-

lighting projects is simple: absorb all the data you can, but trust your gut instinct. "I read all the market research and use it as a tool," she says. "But movies are an art form. You have to look into the eyes of a filmmaker and an executive and see their passion."

This season will put her method to the test. In addition to a fantasy starring Jim Carrey (*Lemony Snicket's A Series of Unfortunate Events*), a kiddie cartoon featuring cable TV's *SpongeBob SquarePants* and a remake of *Alfie* with Jude Law, one of Paramount's most anticipated releases is *Team America: World Police*, a raunchy, red-hot political satire from the *South Park* crew, using goofy marionettes.

Lansing sees studios gravitating toward emotional stories in 2005 and '06 and away from whizbang effects movies. She's also a big booster of comedies. "When you're worried the world is going to blow up, you want to escape and see something that's funny," she says. "That doesn't mean we're not going to make serious films, but we're living in nervous times, and people want to laugh."

—By Jeffrey Ressler

**A BIT OF LUCK:**  
"Movies are an  
art form," says  
Lansing. "You  
can't be right all  
the time."

white platform boots and long coats in Maru Kyu's boutiques. Before long, Amuro's devotees were flocking to 109 to snap up the signature totems of what became known as the Amuler Boom.

Tsutsumi sometimes gets it wrong, but that's often, he says, because a designer is too cautious. "Subdued clothes are no good. You need a bit of a cutting edge," he

says. For the near future, Tsutsumi is already placing bets. He is excited about a brand called Gilfy, which he describes as surfwear for older teens and young women. "Beach clothes for high schoolers have been popular for a long time," he says, "but Gilfy gives it a more mature spin."

Tsutsumi says he is surprised at 109's staying power, given the ephemeral na-

ture of the business. "Our market is so fickle," he says. "They get tired of things very quickly." That means he is always on the lookout for the next hot designers to make sure they get their start in Maru Kyu—because when Japan's teen fashionistas "jump on something new," he says, "it can be explosive."

—By Jim Frederick.

With reporting by Michiko Toyama/Tokyo

## ■ The Quake Watcher CAN HE PREDICT THE NEXT BIG ONE?

**C**AN SCIENTISTS FORECAST MAJOR EARTHQUAKES months before they happen? Most experts are dubious, but that hasn't stopped Vladimir Keilis-Borok from trying. And for a while the mathematical geophysicist, 83, seemed to be on a roll. In September 2003, within a time frame Keilis-Borok and colleagues had stipulated in advance, a pair of powerful earthquakes struck northern Japan, setting off tsunamis and injuring several hundred people. In December, another anticipated temblor rattled central California, killing two and damaging dozens of buildings. Then, in July, yet another quake, near the border of Austria, Italy and Slovenia, came close to fulfilling a third prediction (though there is good reason to think it was weaker than expected).

Last month, however, Keilis-Borok's winning streak very publicly ended. After nearly nine months of suspense, an earthquake warning that he and his team had issued for a 31,000-sq-km area of Southern California expired without incident, marring what, up to then, had seemed to be a pretty impressive record.

From his office at UCLA, where he is a professor in residence, Keilis-Borok appears to be taking the setback in stride. At some point, he says, he had expected this to happen, adding, "If we made no mistakes, that would mean the problem of earthquake prediction is easy, which it is not."

The difficulty, in fact, is something Keilis-Borok seems to relish. He started wrestling with quake prediction in the 1960s and persevered well past the point where many others had given up. The leader of an international team of some



**SEISMIC SHIFT:** "KB" has had some success predicting when tremors will occur

20 researchers, KB, as he is known to colleagues, now divides his time between UCLA, a physics center in Italy and his native Moscow, where he founded an institute for studying earthquake prediction.

Keilis-Borok calls his approach "tail wags the dog," the tail referring to patterns of seismic activity that appear to presage large tremors. (He does not try to forecast smaller events, like the earthquake swarms that rumbled beneath Mount St. Helens before it erupted last week, or the more signif-

icant quakes that perturbed Parkfield, California.) At first he and his colleagues looked for strong quakes that had already occurred, then scrolled backward through years of seismic data. More recently they have been working with current seismic records as well. Their computer programs home in on small quakes that occur in temporal and spatial proximity, linking up in a mathematically defined chain. Only when a chain is preceded by longer-term precursory patterns does the group issue an earthquake alarm. But it will take a long, sustained effort, Keilis-Borok concedes, before he or anyone else can claim to have cracked the puzzle.

—By J. Madeleine Nash

**"If we made no mistakes, that would mean earthquake prediction is easy, which it is not."**

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Unsung ARS, one of the most innovative labs in the world, is doing some cool things with feathers

WHAT'S NEXT  
BUSINESS

# Where the Best Ideas Take Wing

BY JULIE RAWE

**A**S ALCHEMY GOES, THIS ISN'T THE most glamorous of experiments. No one is turning straw into gold here or even water into wine. But David Emery is on a mission to convert the poultry industry's trash—feathers, basically—into heavy-duty cash. Every so often a few tons of wet, filthy feathers are delivered to the abandoned factory Emery bought in Wheaton, Missouri (pop. 712). Emery, an industry veteran who specialized in remov-

ing meat from bone, sends the glop through a maze of machinery he cobbled together to clean, dry and position the feathers for slicing. Finally, a giant contraption with three vacuumized tubes separates the quills from tiny bits of now pristine feather fluff. Here's where it gets interesting: this airy fiber, it turns out, is remarkably strong. It's as sturdy as nylon, 60% lighter than fiber glass and can be used to make everything from auto parts and medical devices to dollar bills and termite-proof building materials. A few weeks ago, a leading tiremaker joined a gaggle of FORTUNE 500 companies that have

**TECHNOLOGY HAWK** Missouri's David Emery expects to make a fortune from his feathers

expressed interest in using the material after Emery, 62, scales up production.

Another offbeat entrepreneur trying to create the next big thing? Well, yes. But it just so happens that this project was first hatched by the U.S. government. And the agency that licensed the technology to Emery is one of the most wide-ranging and innovative laboratories anywhere on the planet. Its name (don't laugh): the Agricultural Research Service (ARS). In its 50 years of existence, ARS has provided the

MARK KATZMAN FOR TIME

Finally, a smartphone that's  
smart enough to look like a phone.



Treo 600

Introducing the Treo™ 600 smartphone by palmOne. When it comes to small, it's one huge breakthrough. It's a full-featured mobile phone, a Palm Powered™ organizer, and a digital camera. Plus, with a wireless data plan the Treo 600 offers email\*, messaging, and web browsing. It features a QWERTY keyboard for quick and easy entries. But the really big news is that all this comes in a small, sleek device the size of a cell phone. So now you can stay connected with just one device in your pocket. To find out more information, visit [www.palmOne.com/treo600](http://www.palmOne.com/treo600) or visit your local wireless service provider.



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## BUSINESS

genius behind a world of commercially successful products, including permanent-press cotton, Pringles potato chips, Lactaid lactose-free products and pretty much the entire frozen-food aisle.

For an old-school laboratory lumped under the sprawling U.S. Department of Agriculture, ARS keeps pumping out high-tech solutions to a broad array of problems, ranging from the urgent (how to eradicate plant and animal diseases) to the less pressing (how to duplicate the tangy taste of San Francisco's sourdough bread outside the Bay Area). Along the way, the agency has won numerous patents for breakthrough mechanisms, like the one pending for turning peanut shells into hydrogen fuel and another for harnessing chicken manure to remove metals from polluted water.

When the agency began in 1953, its primary mandate was to seek methods for increasing food production. Since then, ARS scientists have helped find ways to double per-hectare wheat production and triple cows' milk output. But now that the U.S. produces far more food than its collective maw can swallow—and more than it can export—ARS is setting its cross hairs on new challenges. One-fifth of the agency's \$1 billion budget goes to "utilization research" to employ unused agricultural products in places other than landfills. That's where the feathers come in: America's appetite for poultry yields

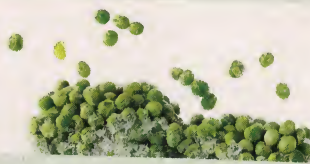
**FLYWEIGHT** Quill-free feather fibers, it turns out, can be used to make auto parts



The USDA's old-school laboratory is cranking out high-tech solutions

## A HALF-CENTURY OF INVENTION

ARS is the brains behind countless innovations in food and other fields



### 1950s

ARS invents DEET bug repellent and instant potato flakes. It also rescues the **frozen-food** industry by establishing the basic requirements for preserving taste, color and texture, which are still followed today

### 1960s

ARS develops **permanent-press cotton**, shrink-proof wool and permanent creases in wool trousers. It finds a way to prevent gelling in evaporated milk and uses sterilization to eradicate the screwworm fly in the U.S.



### 1970s

**SuperSlurper**, an ARS cornstarch compound that can absorb up to 2,000 times its weight in water, gets laced into baby powder, wound dressings and fuel filters. It inspires similar materials used in disposable diapers and maxipads

### 1980s

ARS hits upon the basis for **lactose-free dairy products** and creates 100% soybean ink in four colors, which is now used in *USA Today* and other papers. The agency forms a partnership with a private firm to vaccinate unborn chicks through their eggshells



### 1990s

The agency makes a low-calorie fat substitute out of soluble oat fiber that becomes a hit. ARS invents a large-scale process for **peeling orange sections** and finds that a lack of vitamin E or selenium can make a benign human virus become virulent

### 2000s

ARS clones the first **transgenic cow** with an added gene to protect against mastitis and co-patents a method of preserving the look and taste of fresh apple slices for weeks, the basis of a new side order at McDonald's



about 2.25 billion kilograms of plucked plumage a year.

For many ARS researchers, the future is all about waste, particularly as an alternative to petroleum. The feather project, for example, can replace some of the fossil fuels used in plastics. Likewise, a surplus of soybeans inspired researchers to develop SoyScreen as an alternative to petroleum-based sunscreens. At ARS's flagship facility in Beltsville, Maryland, biodiesel, derived from vegetable oil, powers fleets of tractors and lawn mowers for the farms and even heats some of the buildings. Indeed, petroleum is prohibited in the carpeting (which is instead held together by soy-based urethane). The only permissible hand soaps and cleaning products are plant based. And in the parking lot, says Justin Barone, one of two ARS researchers devoted to feather-fiber research, "you'll see a lot more bicycles and Toyota Priuses than SUVs."

As ARS pursues a green agenda, workers at the agency's 100 or so labs across the country are demonstrably patriotic in their quest. "We're trying to help American farmers, help our country, make us less dependent on foreign oil," says Greg Glenn, an ARS engineer in Albany, California.

The agency gets little public recognition, and that's just fine. It sticks to science and leaves product development and marketing—and the glory—to others. Glenn invented some nonfood uses for wheat starch, including a biodegradable version of Styrofoam food containers. His work is being incorporated in various products at EarthShell Corp., a disposable-food-packaging company based in Santa Barbara, California. But when commercial production of the wheat-based plates and bowls begins next year, consumers will see only EarthShell's name on the label. There will be no reference to ARS. "We don't want the USDA to appear as an endorser," says Ed Knipling, the mild-mannered plant physiologist who runs ARS. "We don't brand our products."

As a result, the agency's 2,500 scientists tend to toil in anonymity, despite their contribution to popular commercial culture. "I'm constantly amazed how few people know we exist," says Glenn. "When I told someone recently that I work for the USDA, she said, 'Oh, so you're a meat inspector, are you?'"

ARS is eager to raise its profile in the business community, however, by passing out information-packed CD-ROMs at trade shows and signing up thousands of executives to receive e-mail updates on new technologies available for licensing. But the

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driving force isn't cash; ARS collects a mere \$2 million a year from royalties. Rather, ARS offers companies exclusive production rights so that the firms themselves will cough up the money to bring the products to market. The payoff for America's farmers: every \$1 the government spends on agricultural research translates on average into an extra \$1.35 in sales of agricultural products.

For the future, the agency is concentrating in part on products that will contribute to the battle against obesity. In addition to concocting low-calorie fat substitutes, ARS researchers are working to make healthy food

more nutritious and more convenient. The trick, of course, is getting us not to eat too much of it.

As for Emery's Featherfiber Corp., which licensed the feather-separating technique from ARS five years ago, it's continuing to tweak the production method at its headquarters in Nixa, Missouri, while seeking investment for a full-scale factory. Emery has already demonstrated several

applications for the fiber, and the math should work in his favor: a pound (2.2 kg) of raw feathers is worth about 2¢, but could fetch roughly \$1 as processed fiber. "I strongly believe," Emery says, "that in a very short period of time, processed poultry feathers will be worth more per pound than poultry meat." Then again, the technology is still in its infancy, and feather fiber could wind up as the next frozen-milk concentrate, an earlier ARS innovation that was supposed to put an end to those late-night runs to the store for milk. That's the risk of trying to be ahead of your time. —*With reporting by Leslie Whitaker/Wheaton*

## Marketing What's Next After That Odd Chicken?

**Y**ou get a sense of Alex Bogusky's droll perspective when he hands you his business card. It has one rounded corner and reads, "25% safer than most other business cards." It's a little impish, yes, but also engaging, like the offbeat advertising campaigns dreamed up at Bogusky's Miami firm, Crispin Porter & Bogusky. That's the company, after all, that created the Subservient Chicken, Burger King's bizarre chicken-sandwich mascot. The online ad features an actor in a chicken suit and a garter belt who will do just about anything visitors to the site demand (short of poultry porn). Designed to convey Burger King's "Have It Your Way" slogan to a more irreverent, Net-savvy generation, the site ([subservientchicken.com](http://subservientchicken.com)) has recorded over 328 million hits from more than 100 countries since debuting in April.

For Bogusky, this kind of "buzz," or "viral," marketing is advertising's future. Covert, hands-on and unabashedly weird, the genre—industry insiders call it "network-enhanced word of mouth"—has



**HATCHING IDEAS** Bogusky at his Miami home, above; his much touted creation for Burger King, the Subservient Chicken, right

turned websites and other forums into interactive opportunities for advertisers and consumers to connect. Crispin Porter & Bogusky helped make Canada's Molson beer the fastest-growing top-25 import in the U.S. last year as it built up buzz in the bars by slapping on beer bottles labels with oddly suggestive comments like "Skinny-dippers are people too." "Conventional branding tends to piggyback on pop culture," says Bogusky, 41, whose sneakers and long mane befit the university-dorm ambience of CP&B's Coconut Grove offices. "But the mass media are too fragmented now, so you need to create



your own pop culture."

The most fertile ground is the Internet, but viral advertising has barely made a dent in it, Bogusky says. Last month his firm launched another innovative online spot for Burger King: "Angus Interventions" by Dr. Angus of the Angus diet, mascot for the chain's Angus Steak Burgers and a clear spoof on the late

diet guru Dr. Robert Atkins. In an effort to convince people that burgers are still hip in a calorie- and carbohydrate-obsessed age, the site, [angusdiet.com](http://angusdiet.com), lets visitors send personalized advice from Dr. Angus, seated at his desk, telling others to loosen up, make lifestyle changes or, as CP&B had the doctor advise me, "stop being a slave to story deadlines."

In the future, Bogusky predicts, viral ads will offer even more participation. "The more stuff people can do themselves with these ads, the better," he says. "It's more fun, but they also feel like they own it. They feel more empowered as consumers." Pete Blackshaw, a founder of the Word of Mouth Marketing Association, predicts that viral ads will increasingly harness technology like camera phones. Since "moblogs," or group photo blogs, get tens of thousands of camera-phone images a day, viral marketers are gearing up to let customers chime in visually as well as verbally about their love for a brand of blue jeans or soft drink.

Or their disappointment. Viral marketing could easily morph into a customer-complaint channel. Advertisers who go viral, Bogusky concedes, "will just have to be brave enough to realize that they can't have it all under their control anymore. Those days are over." —*By Tim Padgett*

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# THERE'S MUSIC IN MY GLASSES



## ■ Nintendo DS

**WHO:** Nintendo, maker of Game Boy and GameCube

**WHY:** New systems are always required for developing handheld games that take advantage of the latest technologies, in this case touchscreens, wireless networking, voice recognition and picture chat.

**HOW IT WORKS:** The stacked screens—a regular LCD and a touch-sensitive one—allow for a new breed of games. Play can be controlled with a PDA-type stylus in addition to buttons. Two kinds of wireless networking, including industry-standard wi-fi, mean that you'll be able to play some games head-to-head in a room or—with the right programming—seek combatants out on the Internet.

**APPLICATIONS:** Expect many new games, including ones with familiar faces like Mario and James Bond. Game Boy Advance titles are also compatible.

**HOW MUCH:** \$150; due in late November.

NICHOLAS EVELEIGH FOR TIME

From MP3-ready shades to wireless videophones, here's a peek at the hippest gadgets hitting the market in the coming months

BY WILSON ROTHMAN

## ■ Wireless Videophone

**WHO:** Motorola and AT&T Wireless

**WHY:** The latest cell networks make videophones possible. And who doesn't want to see exactly where a spouse is calling from?

**HOW IT WORKS:** Motorola's A845 comes with a small video camera mounted above the display and can send moving images over a high-speed wireless network that can deliver data at speeds almost as great as basic DSL.

**APPLICATIONS:** Provided that your friends have identical phones (or next-gen models not yet unveiled), you can share a two-way live video feed. Raunchy uses will no doubt proliferate.

**HOW MUCH:** The A845 costs \$300 in five cities currently testing the high-speed service, with national roll-out planned over the next few years.



## ■ MP3 Sunglasses

**WHO:** Oakley, makers of extreme eyewear

**WHY:** With computer parts getting smaller and smaller, it was only a matter of time before someone dreamed this up.

**HOW IT WORKS:** The sunglasses, dubbed Thump, plug into your computer's USB jack so that you can zap MP3s from the computer directly to them. Then, just put on your shades, stick the earbuds in your ears and head out to the slopes.

**APPLICATIONS:** For snowboarders and mountain bikers who want to tune out the great outdoors, the glasses mean one less gizmo in the fanny pack. Plus, they come with a rechargeable battery that lasts up to six hours, with either 128 MB or 256 MB of storage.

**HOW MUCH:** \$400-\$500; available in December.



## ■ Antimicrobial Countertops

**WHO:** Microban International and countertop maker Cosentino USA

**WHY:** Until now, antimicrobial agents that fend off bacteria and mold have been limited to cleaning supplies and products made of plastic.

**HOW IT WORKS:** Cosentino's Silestone is made by compressing natural crystal quartz at the molecular level. In the process, the microbe-resistant agent is bonded to the rock so the countertop has a germ-fighting property when cut, shaped or even chipped.

**APPLICATIONS:** Antimicrobial countertops make sense because food is prepared on them. Still, makers warn, they're no substitute for cleaning.

**HOW MUCH:** In April 2005, Home Depots in the U.S. and Canada will begin selling Silestone with antimicrobial protection for \$40 to \$95 per square foot.

## ■ Money-Scanning ATMs

**WHO:** Bank of America

**WHY:** Precisely verifying what you've deposited into an ATM has always been tricky. This machine produces an accurate record of the deposit in real time.

**HOW IT WORKS:** Instead of adding up your money, stuffing it into an envelope and shoving it into the ATM, you slide each check or bill individually into the machine. It scans them, producing a receipt with an accurate

tally of the cash and even color snapshots of the checks. Another feature on the horizon is a Windows-like interface for moving money from one account to another or paying bills.

**APPLICATIONS:** Every so often, customers key in the wrong amount when they make a deposit at an ATM. The goal here is to avoid disputes and costly errors.

**HOW MUCH:** Due next year, the ATM service will be free to Bank of America customers.

## ■ Everywhere Display

**WHO:** IBM

**WHY:** Touch-screen kiosks have taken off, but it's not always easy to find space to install them. This invention removes the physical screen so that interactive images can be cast onto almost any surface.

**HOW IT WORKS:** A wall-mounted projector, paired with a camera, shows images on the floor or wall. The camera tracks people's interactions with the visuals, and the system interprets them the way it would a moving mouse or a tap on a screen.

**APPLICATIONS:** Retailers could lure shoppers with interactive window displays. Airports might offer visually aided instructions and directions throughout terminals. In a lab or office, collaborators might use it like a high-tech dry-erase board that displays Excel spreadsheets and other interactive material.

**HOW MUCH:** The display won't be sold in stores and will be priced according to its corporate customers' specifications.



## ■ Blue-Laser Disc Players And Recorders

**WHO:** Panasonic, Sony, Samsung and others are developing the Blu-Ray format. Toshiba and NEC are working on the competing HD DVD

**WHY:** Today's DVDs may look good, but they're not true high definition. An HD movie would fill up three or four DVDs. HD DVD and Blu-Ray have far greater data-storage capacity.

**HOW IT WORKS:** Employing a blue laser instead of a red one, these disc

players can read and write data that are more finely packed onto a multi-layered optical disc.

**APPLICATIONS:** The new formats can hold full-length feature films with a resolution six times as sharp as today's DVDs, plus goodies such as uncompressed surround sound.

**HOW MUCH:** Due in the U.S. by late 2005 or early '06, the first models may cost more than \$1,000.

## ■ IntelliClean Toothbrush

**WHO:** A partnership between Sonicare and Crest

**WHY:** The toothpaste-releasing brush is efficient—and means no more crimped-up tubes.

**HOW IT WORKS:** The brush holds a packet of special Crest formula, designed to liquefy in your mouth as you brush. For deep cleaning on back teeth—where it's needed—you can squeeze out extra paste.

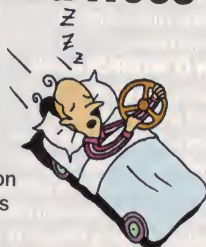
**APPLICATIONS:** Though no dentist would ever tell you not to floss daily, the combination of the brushing technology and the new toothpaste is shown to get between teeth better than anything other than string.

**HOW MUCH:** Between \$100 and \$200; available from dentists before the end of the year and in stores early next year.

## ■ Cars: 2005 Novel Gadgets for Solving Road Woes

### PROBLEM: ASLEEP AT THE WHEEL

In the States alone, distracted or drowsy drivers cause 1.5 million accidents a year, says the U.S. government.



### SOLUTION: WARNING SYSTEM

It can't hurt to have a second pair of eyes. Volvo plans to introduce a blind-spot warning system, which sees where you can't, for most of its 2006 models, out next year. A digital camera under the driver's side-view mirror watches for oncoming vehicles and triggers a flashing light as a vehicle approaches. For lane drifters (you know who you are), Infiniti is debuting a lane-departure warning system in its 2005 FX SUVs and 2006 M sedans. A camera on the rearview mirror recognizes lane markers and triggers an alert when you get offtrack.

### PROBLEM: CLOGGED ROADS

Traffic is a nightmare, and it's not getting any better. Drivers in urban areas of the U.S., for example, spent an average of 46 hr. choked up on the highway in 2002, up from 16 hr. in 1982, according to the Texas Transportation Institute.



### SOLUTION: TRAFFIC-SMART GPS

GPS navigation systems already save us from having to stop at gas stations for directions. But the next version for Acura and Cadillac may save us from having to stop anywhere. Combining electronic navigation with real-time traffic reports from XM satellite radio, the system can offer alternate routes when the usual way home is jammed. It debuts in 20 markets for the 2005 Acura RL and Cadillac CTS. You'll pay a premium over XM's basic subscription rate. The equipment is standard for the Acura model but a \$3,000 option for the Cadillac.



### PROBLEM: NO FUN

While cars are already jam-packed with electronics, they generally lack the wireless technology to tie together entertainment gizmos—all the stuff that can make a road trip worthwhile.



### SOLUTION: WIRELESS ON WHEELS

In geekpeak, a car is just a hub that can connect with your cell phone, PDA or laptop—as long as the device includes wireless technology. Ford recently demonstrated a wi-fi-enabled SUV that can wirelessly connect to your PC and allow you to transmit movies and

MP3s to the car's entertainment system. Despite concerns about driver distraction, the satellite-radio service Sirius has plans to stream video to backseats in

2006 models, starting with cartoons and music videos. Eventually, cars may be networked so they can communicate with one another about roadside information, traffic updates and weather conditions while in transit. The manufacturer might even electronically transmit information to your car about, say, a problem with misfiring cylinders to alert you before you break down. And when you pass that hydrogen filling station, you might even get a digital coupon for a refill.

—By Daren Fonda.  
With reporting by Joseph Szczesny/Detroit

LINCOLN MERCURY



ILLUSTRATIONS FOR TIME BY INGO FANT

Bill Buxton

# Forward into the Past

Here's a safe bet: the next big thing is already here

**A**S A YOUNG MAN, I WAS NEVER ANY GOOD AT WAITING FOR THE future. Back in 1970, I composed and synthesized a film sound track using a device few people could then have imagined: a mouse-driven computer attached to a piano-like keyboard. The computer (the size of about nine refrigerators lined up side by side) even displayed the musical notes on a color screen, and when I altered a note, I could replay it instantly.

Decades before AOL came on the scene, I had an e-mail account (I still use virtually the same e-mail address I had in 1975), and in 1980 I wired my home terminal to the Internet (at 300 baud) by shoving my phone receiver into something that looked like twin toilet plungers. I hooked up full-motion desktop video-conferencing and video mail in 1988 and, four years later, started using a pen-based electronic whiteboard and drafting table.

I certainly wasn't alone in this. Many of my contemporaries at Xerox's Palo Alto Research Center (PARC) and M.I.T.'s Lincoln Laboratory in the '70s and '80s can tell similar stories. My point is not to boast about our exploits but to point out that most of what passes for new at any given time has in fact been around for quite a while. Or, to steal a line from the science-fiction writer William Gibson, "The future is already here. It is just not uniformly distributed."

Consider the LCDs on our watches, cell phones, PDAs, laptops and, increasingly, TVs. Liquid crystals were discovered in 1888 by Friedrich Reinitzer, an Austrian botanist, and named a year later by Otto Lehman, a German physicist. Since then, they have taken a leisurely route to our homes. The first prototype display emerged from RCA's Sarnoff Research Center in 1968. Two years later, Optel began producing the first watches with an LCD. I first got a computer with an LCD (an Apple Portable) 15 years ago. The road from discovery to mass market took about 116 years.

The now ubiquitous computer mouse also took a poky path to market. The first model was built in 1964 by Doug Engelbart and William English, of the Stanford Research Institute in Menlo Park, California. By the early 1970s, many of us at Xerox PARC had become point-and-click fans, using state-of-the-art Alto computers. But beyond that little world, few people

were aware of the device until Steve Jobs unveiled the Apple Macintosh in 1984. It took Microsoft's Windows 95 to take the mouse mainstream—some 30 years after its invention.

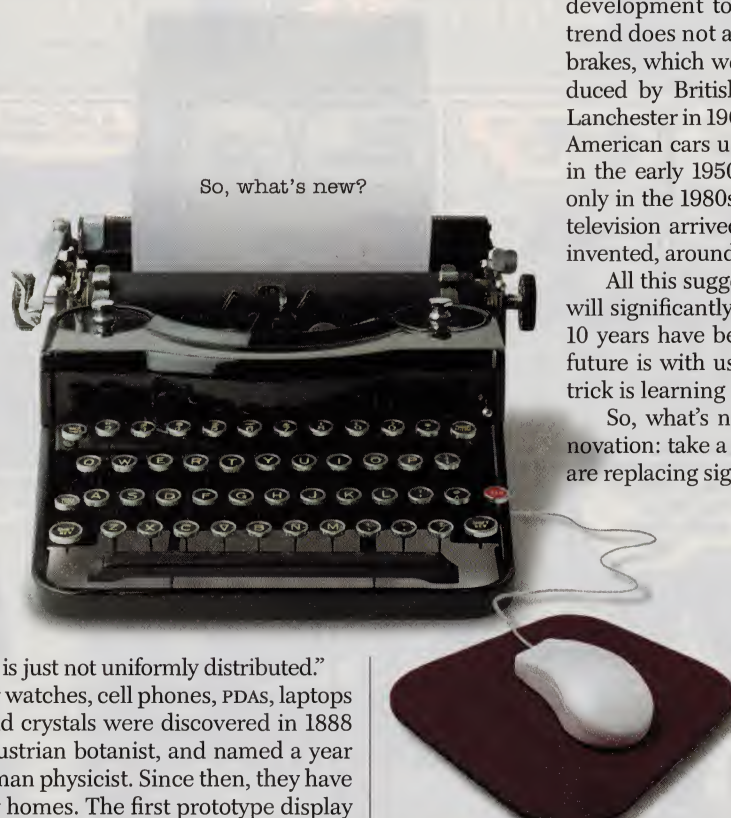
The commercialization of research, in other words, is far more about prospecting than alchemy. The U.S. National Academy of Sciences last year published a report prepared by the National Research Council's Computer Science and Telecommunications Board. It tracked the evolution of computer and telecommunications technologies from conception in the lab to the point where they had become \$1 billion industries. In almost every case, the development took about 20 years. And that trend does not apply only to computers. Disk brakes, which we take for granted, were introduced by British inventor Frederick William Lanchester in 1901. They didn't appear in North American cars until Chrysler introduced them in the early 1950s, and they became standard only in the 1980s. Likewise, the Golden Age of television arrived some 20 years after TV was invented, around 1935.

All this suggests that the technologies that will significantly affect our lives over the next 10 years have been around for a decade. The future is with us (or at least some of us). The trick is learning how to spot it.

So, what's next? Here's one emerging innovation: take a look at the plasma panels that are replacing signs and posters at cinemas and airports. If these devices are being used now, when they cost about \$10,000 apiece, imagine what we'll see when technologies like light-emitting polymers and e-Ink allow us to make even larger, thinner and higher-quality displays for perhaps as little as \$100. In the mid-1800s, the introduction of the blackboard revolutionized classroom

education. These displays could have a similar impact, not only in classrooms (in the form of electronic whiteboards) but also for signs, home entertainment and even interior wallpaper.

At the same time, we are seeing the emergence of smaller, brighter and cheaper data projectors. The technology in supermarket bar-code scanners is being transformed to create miniature high-resolution color laser projectors the size of a fingertip. Within a couple of years you will see them integrated into your cell phone and PDA; if you want to view data that won't fit on such small screens or if you want to look at the information with someone else, you can use those devices to project it onto any wall, tabletop or other surface so it appears as large as you'd like, always in focus. That means we aging geeks will be able to read the future! ■



*Based in Toronto, Buxton (billbuxton.com) is a designer and researcher with a particular interest in innovation*

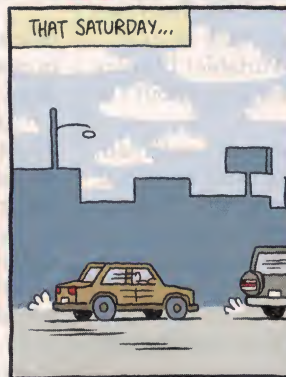
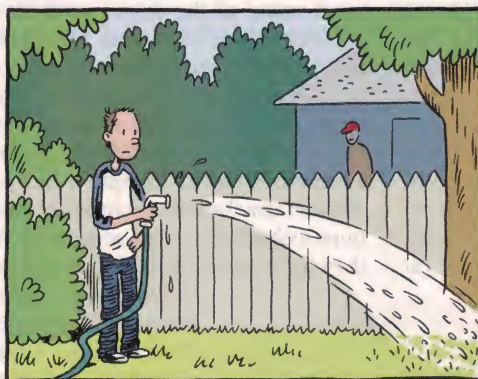
# The Hot New Thing

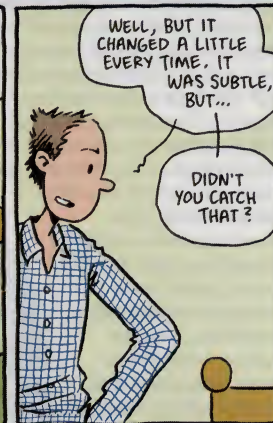
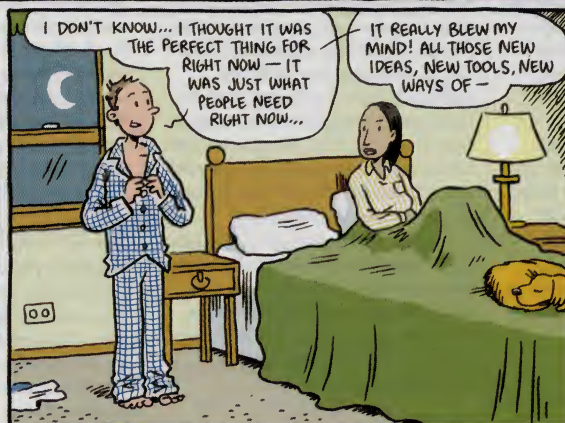
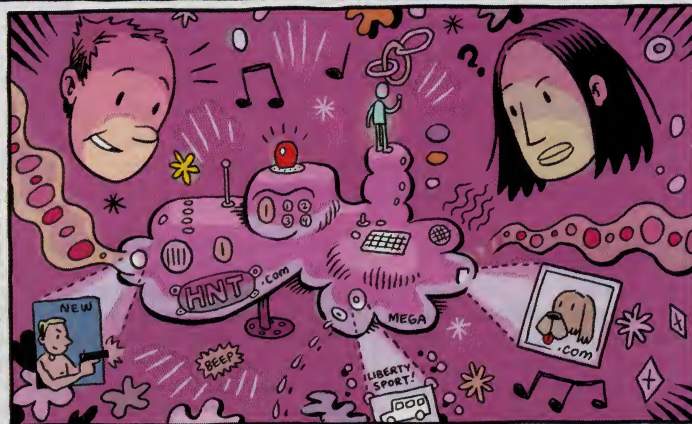
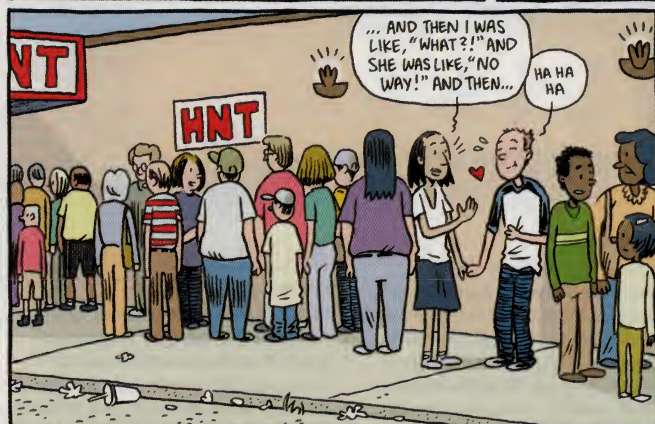
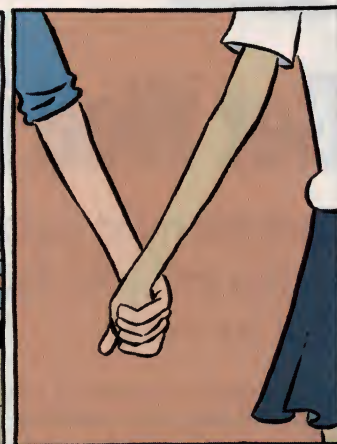
Are we ready for it? Graphic novelist Kevin Huizenga has his doubts

GLENN GANGES



IN  
THE HOT NEW THING





# Get Well in '05!

Meet the most promising drugs for you and your family

BY ALICE PARK

**S**CANNING PHARMACY SHELVES FOR THE LATEST offerings from the drug industry can give you a pretty good idea of what's ailing the industrialized world. Given the sharp increase in diabetes among children, the shelves are sure to be packed with a spate of new remedies and health aids for the diabetic crowd. And due to longer lifespans, there will be more products for oldsters, including a drug that strengthens bones and an injectable pain-killer. Here are the most promising developments for 2005:

## ■ Diabetes

### NAVIGATOR

For the millions of diabetics who test their glucose by pricking their finger up to eight times a day, Abbott researchers have come up with a less painful alternative—a patch called the Navigator, which is embedded with a wireless transmitter that can read glucose levels once a minute and works for three days at a time before needing to be changed. The continuous sugar-level readings are sent to a small receiver kept in a pocket or purse, and originate from the patch's hairlike filament that penetrates ever so slightly beneath the skin. But it doesn't probe deep enough to draw blood. Instead it measures glucose levels in the body's interstitial fluid. These readings often lag behind actual blood-sugar levels by about 15 minutes, but experts say that's still

plenty of time to spot a problem. Navigator's repeated readings let patients know when their glucose levels are trending dangerously high or low—or holding steady. And that's particularly liberating for Type 1 diabetics, who cannot make enough insulin to harness their sugar levels and therefore need to maintain strict control over their blood sugar. It's also helpful for Type 2 diabetics, whose bodies cannot process the insulin they have. By knowing their sugar levels, they can plan how much to eat or exercise (both of which change glucose in the blood).

## ■ EXUBERA

For 80 years, the best option for diabetics to make up for the body's inability to keep sugar in check has been to inject insulin. But by 2005, some diabetics may be able to breathe their way to better control of their disease. Exubera, already being considered for sale in Europe, would, if approved, become the first inhaled insulin for diabetics in the U.S. and would be a welcome option for Type 2 patients who may need insulin boosts before meals. One issue that the U.S. government will be watching carefully is how the insulin powder affects the lungs and whether it causes breathing problems, tumor growth or fibrosis. So far, studies show that after a few years of treatment patients exhibited slightly decreased lung function on certain breathing tests, although they did not report any shortness of breath.

## ■ Cancer

### CLOFARABINE

While scientists continue to design smarter drugs that can target only wayward tumor cells, few remedies are tailored specifically for children who, primarily for safety reasons, are left out of trials. But their options might expand if Genzyme and Ilex receive approval for Clofarabine, which could become the first medication in more than a decade green-lighted to treat pediatric leukemia exclusively. The drug meddles with a tumor cell's ability to replicate its DNA properly. In a small study of children who have not responded to existing treatments, 31% responded to Clofarabine.

## ■ Osteoporosis

### OPORIA

For the elderly, particularly postmenopausal women, weakened and brittle bones often lead to fractures and physical disability. Oporia, which belongs to a class of estrogen-like compounds known as selective estrogen receptor modulators (SERMs), may soon help women keep their bones strong. Early studies hint that Oporia may raise spinal bone density more and maintain its effect longer than the currently available SERM, raloxifene.

## ■ Smoking

### VARENICLINE

From Pfizer, Varenicline is the first non-nicotine agent developed to help smokers quit. The pills activate the nicotine receptor, fooling the smoker into thinking his craving has been satisfied. In a seven-week trial, researchers reported a 50% quit rate, an improvement over the 7%-10% success with the patch or gum after six months.

## ■ Pain

### DYNASTAT

Its motto might be: No pain, no pain. Pfizer has already received approval for Dynastat—the first injectable COX-2 inhibitor—in some markets, but is likely to face more scrutiny after Vioxx, which belongs to the same family of pain-killers, was pulled off the market last week. If approved, Dynastat could be used to relieve post-op pain and reduce the need for habit-forming opiates such as morphine.

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# Looking For Mr. Really Big

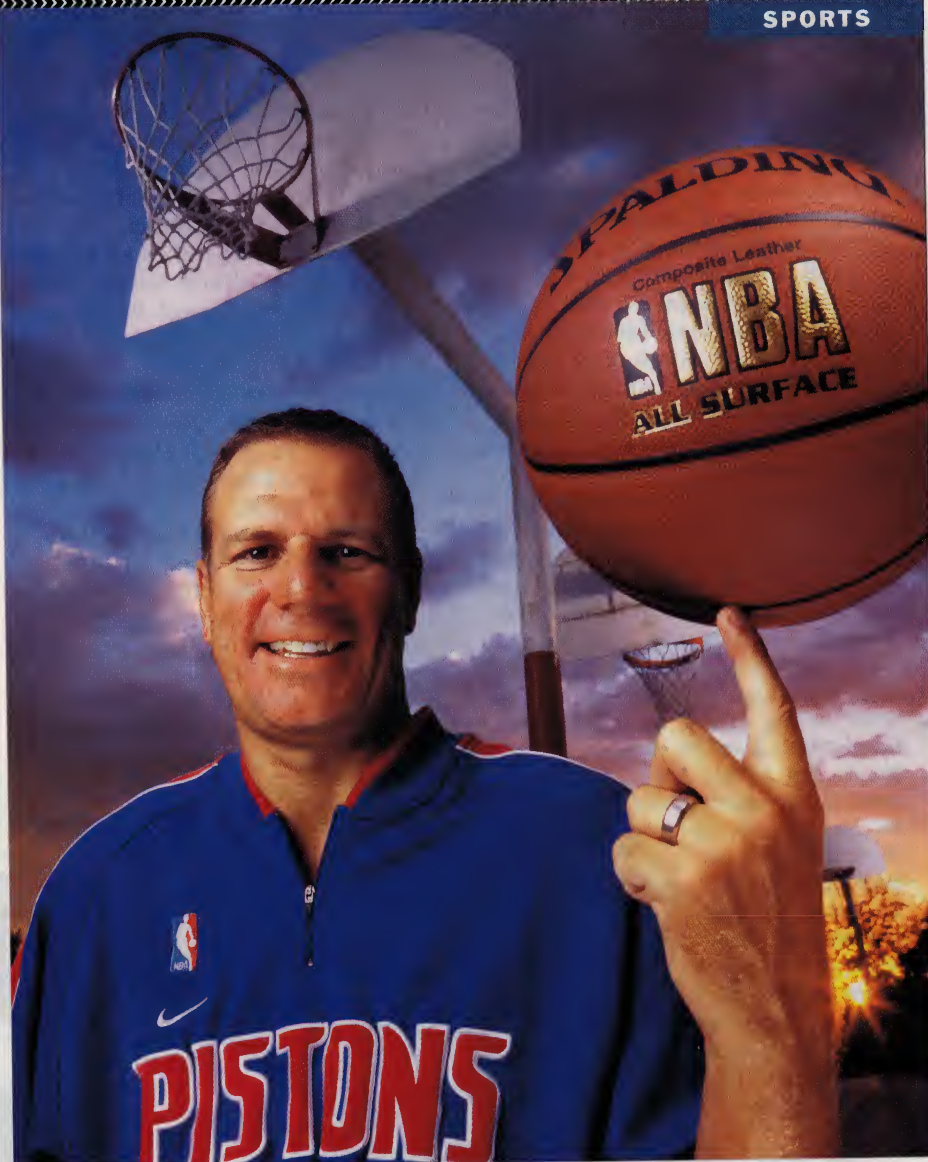
An NBA superscout scours the globe in search of the next international star

BY JOSH TYRANGIEL

**T**ONY RONZONE LIKES TO BOAST that he knows a word or two in several foreign languages. He might be better off if he didn't try to use them all at once. A few weeks ago, Ronzone, director of international scouting for the NBA champion Detroit Pistons, appeared at a basketball clinic in Mexico, where he attempted to teach a young Spanish-speaking prospect how best to position himself around the rim. "Demand the *qiu!*" Ronzone shouted. "Get your *cerveza* under the basket!" *Qiu* (pronounced chee-yo) is Chinese for ball. *Cerveza* means beer in Spanish. Ronzone may have confused *cerveza* with *cabeza*, Spanish for head, though he admits, "I'm not sure I knew that."

The irony that the world's best international basketball scout is also the world's worst student of foreign languages is not lost on Ronzone's peers. "He can't speak any language at all," laughs John Hammond, the Pistons' vice president of basketball operations. "Yet he travels to these obscure places and builds lasting relationships with all kinds of people. It's amazing." Adds Donn Nelson, the president of basketball operations for the Dallas Mavericks and one of Ronzone's old friends: "Tony's success is a tribute to his personality. He's just—I guess the word is unembarrassable."

Most people think of scouting as the ability to recognize talent. This—it turns



**GLOBETROTTER** Ronzone bounces around from Spain to the Congo to find basketball talent

out—is relatively easy. Good basketball players are usually quite tall, quite fast and quite adept at shooting a basketball. The difficult part in a world of 6 billion people is actually finding those who are tall, fast and coordinated, and the extremely difficult part is finding them before the competition does. Ronzone has conquered this problem despite his afflicted tongue by building a global network of coaches, journalists and friends who tip him off to the location of the world's most gifted young players. This network explains how, without a single word of Turkish, Ronzone was delivered to the remote island home of Mehmet Okur, an unknown even in his home country, who became a burgeoning star for the Pistons.

And how, with little more than *qiu*, he wrangled an invite to a cramped Shanghai apartment for the 18th birthday party of a 2.29-m kid named Yao Ming.

In order to stay in touch with more than 400 people on five continents in a meaningful way, one has to have a certain natural exuberance. "An uptight guy would not succeed at this job," says Pistons president Joe Dumars. "Tony will try every single food and drink. He'll smile. He'll laugh. He's easy to like." Ronzone was born bubbly, though he didn't take his act abroad until his university basketball career at California's Long Beach State ended, in 1988. At 1.88 m, he was too short to be an NBA prospect, so Ronzone played in leagues from Italy to the Philip-

REED RAHN FOR TIME

"You don't really ask [international teams] to hide a player," says Ronzone, "but you make it clear you'd appreciate it if they don't show him off."

pinies before becoming player-coach of New Zealand's Wanganui Wolfpack. Then, after an encounter with Crown Prince Abdullah of Saudi Arabia, he became the first head coach of the Saudi national team. "It was right after the Gulf War in '91, so I hesitated," he recalls. "Then the prince offered to triple my salary." At the 1994 Goodwill Games in Russia he ran into Donn Nelson. "I couldn't believe how many people Tony knew and how much knowledge he had accumulated about international players," says Nelson. "I told him, you've got an incredible niche. You've got to bring this to the NBA."

After a few more years in the Arabian sun, Ronzone joined the Dallas Mavericks in 1997 and based himself in China, where he and Nelson nudged the Chinese government into letting the Mavs sign 2.16-m Wang Zhizhi (paving the way for Yao Ming's arrival in the U.S.). In 2001, Ronzone was poached by the Pistons, who, never having drafted an international player, gave him carte blanche to travel. After years of frequent-flying, though, Ronzone discovered he could cut back. "If I'm going to three normal countries—say, Italy, Spain and France—I now have friends I call in advance who direct me to players. A trip that used to take two weeks now takes four days."

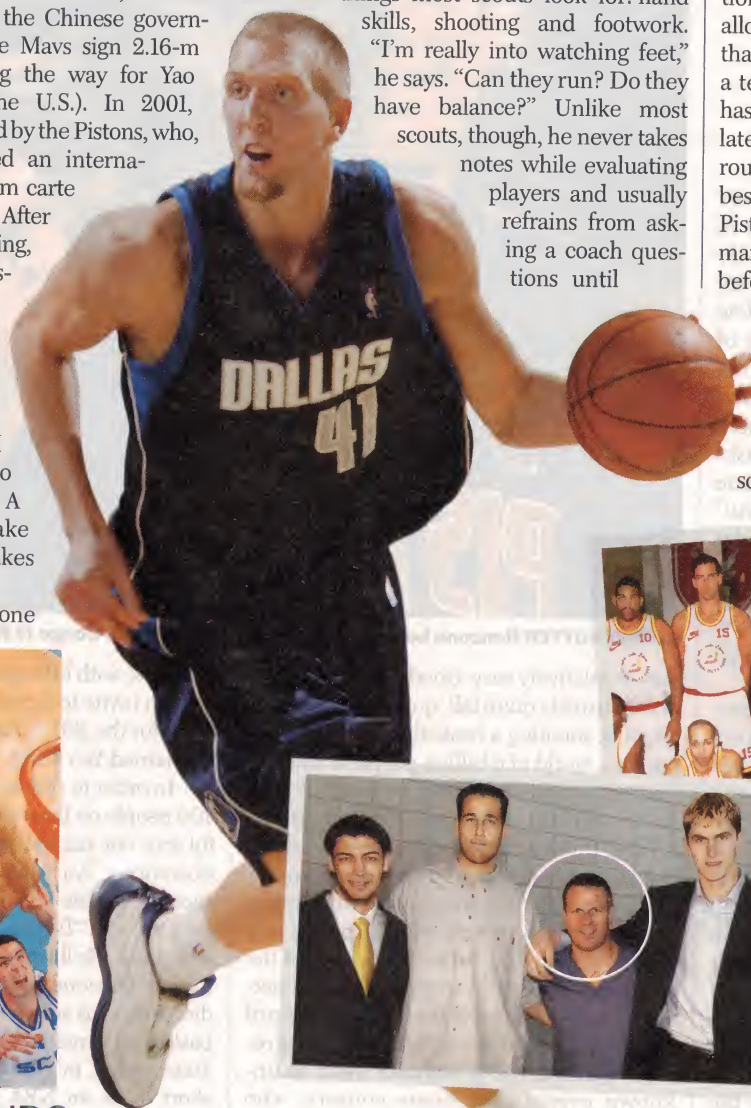
This allows Ronzone

to tack on what he calls "a random country," a Kazakhstan or a Congo, to the end of each journey. When he arrives—friendly and unannounced—his strategy for expanding his network frequently consists of walking up to people, saying hello and starting to talk about basketball in his train-wreck sentences. More often than not, they talk back. In Kazakhstan, a conversation with a hotel bellman led to the discovery of three raw but promising players at a club team. "Tony talks a lot, and that gets him into these places," says the Pistons' Hammond. "But he's also a very bright guy, and that shows up once he's inside."

As a rule, Ronzone looks for the same things most scouts look for: hand skills, shooting and footwork. "I'm really into watching feet," he says. "Can they run? Do they have balance?" Unlike most scouts, though, he never takes notes while evaluating players and usually refrains from asking a coach questions until

a third or fourth meeting. "The big reason," he says, "is respect. Some guys go to practices and they focus on one player and scribble a bunch of notes; it comes off arrogant. The Kazakhs feel their club team is as important as the Pistons, and just because we like a player doesn't mean they'll give him up. I've got to respect their club that has bad rims, bad balls, bad floor. I'll invite them to Detroit to see one of our practices. Because if I do like one of their guys, we're going to need their help."

Most players Ronzone scouts have signed contracts in their home countries. These arrangements often have escape clauses, but they are generally at the discretion of management, and the NBA does not allow teams to pay international clubs more than \$350,000. Ronzone can usually charm a team into releasing a player, but then he has to ask for an even bigger favor, often related to the NBA draft. That process has two rounds, with the worst teams having the best odds of picking first. Because the Pistons are one of the league's best teams, as many as 30 teams have to pass on a player before the Pistons get a shot at him. The only way to ensure that the Pistons get their man is to make sure the other 30 teams do not know the player exists. (In Yao's case, Ronzone saw him early, but you can't keep a guy like that a secret for long.) "We're getting into some shady territory now,"



## ■ GREAT FINDS

One of the first scouts to spot Yao Ming, left, Ronzone helped bring Dirk Nowitzki, above, to Dallas; for the Pistons he found Greece's Andreas Glyniadakis, in white shirt, and Serbia-Montenegro's Darko Milicic, right; in the '90s, he coached the Saudi national team, far right

says Ronzone, with a smile. "You don't really ask anybody to hide a player, but you make it clear you'd appreciate it if they don't show him off." Because Mehmet Okur was effectively hidden until a week before the 2001 draft, the Pistons were able to grab him in the second round with the 38th pick. "To get a kid in the second round that should be in the first round, save the organization

money and beat out other teams," says Ronzone, "is a huge high."

With so many people helping him find talent and keep secrets, Ronzone now spends as much time maintaining contacts as scouting players. Some of the favors he does are fairly minor. When an Israeli journalist he knows asks for an interview with a Pistons player, Ronzone sets it up instantly. "It's easy for me to do," he says, "and there are a couple of players over there I really like. This guy could help me find out their contract info, or at least get me some good falafel."

For the short-term future,

Ronzone's latest project is a 2.13-m Greek player the Pistons drafted last year, Andreas Glyniadakis. "He's tall, he's agile, but he's getting a little soft playing in the Greek leagues," says the scout. "No offense to the Greeks; it's just a soft league. I may try to move him someplace tougher in Europe, and in a year or two he could be a force."

In the meantime, Ronzone continues to seek talent in out-of-the-way places. The hoops clinic in Mazatlán, Mexico, is not a hotbed of basketball talent, but the country's national team coach, Guillermo Vecchio, is an old friend. "The first

time I met Tony," says Vecchio, "I think, who is this crazy son of a b\_\_\_\_? But he comes here, he teaches our coaches and tries to make us better. I would do anything for this crazy son of a b\_\_\_\_." Says Ronzone: "It's a couple hours on a plane and a few days of talking basketball. Maybe I'll never get a kid from here. But I love seeing Vecchio, and now all these coaches from all these little towns are my friends too. And, by the way, I think I will find somebody here. It's a nice little untapped market." A few minutes later, Ronzone is smiling broadly. "Vecchio said he's got a kid outside Tijuana I gotta see—6 ft. 11 [2.11 m], 14 years old. *Excellento*, baby!" ■

## ■ Tomorrow's Talent

Meet some of the young athletes who may have what it takes to become the next sports superstars

### BASEBALL

#### The Upton Brothers

▼ Both shortstops, the Uptons are the sport's most promising fraternal pair in ages. B.J., right, 20, tore up the minors and impressed fans in a late-season call-up with Tampa Bay; Justin, 17, is the top high school prospect in the '05 draft



J. UPTON, AP.; B.J. UPTON, SCOTT AUDETTE—AP

JACQUES DEMARTHON—AFP/GETTY IMAGES

### TENNIS

#### Tatiana Golovin

► The latest force in the Russian tennis revolution. Like her fellow tall, blond countrywoman Maria Sharapova, Golovin, 16, reached the fourth round in her first Wimbledon. Can she win the title in her second?

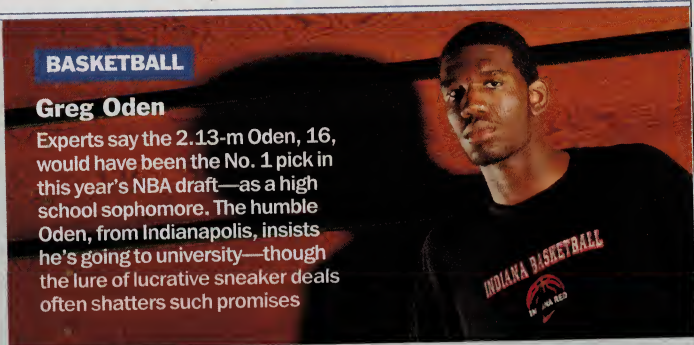


CLIVE BRUNSKILL—GETTY IMAGES

### BASKETBALL

#### Greg Oden

Experts say the 2.13-m Oden, 16, would have been the No. 1 pick in this year's NBA draft—as a high school sophomore. The humble Oden, from Indianapolis, insists he's going to university—though the lure of lucrative sneaker deals often shatters such promises



SAM RICHIE—THE INDIANAPOLIS STAR

### SKATING

#### Shizuka Arakawa

◀ The reigning world champion, Arakawa, 22, could take Japan's first-ever figure-skating gold at the 2006 Winter Olympics in Turin, Italy. She executed two triple-triple jump combos at the Worlds; Sarah Hughes completed just one to win in Salt Lake City

### HOCKEY

#### Sidney Crosby

► The Great One himself, Wayne Gretzky, has said Crosby, 17, might skate past his records. After Crosby lit up a Quebec junior league, scouts called the Nova Scotian the top prospect for next year's NHL draft—if the league's lockout is resolved by then



ADRIAN WYLD—CANADIAN PRESS

# The Bigger Picture Show

An expanded Museum of Modern Art prepares to reopen in Manhattan. How will it change the way we look at art?



BY RICHARD LACAYO

**S** EVEN WEEKS BEFORE ITS RE-opening, the Museum of Modern Art (MOMA) is not quite ready for its close-up. For one thing, the sculpture garden, one of Manhattan's best places to kick back on a nice day, has no sculpture and no garden. And the six-story glass wall of MOMA's new research center is still partly covered with scaffolding. But at the museum's temporary offices around the corner, everyone seems confident that things will be ready for the grand unveiling on Nov. 20 of the new, greatly expanded MOMA, a \$425 million reconstruction by the Japanese architect Yoshio Taniguchi that will increase the museum's exhibition space by almost half, to 125,000 sq. ft.

Even the man who gets to fill most of that space, John Elderfield, is staying pretty calm. That can't be easy when you remember that the entire art world is watching to see just how Elderfield, who became MOMA's chief curator of painting and sculpture last year, will rearrange the museum's vast collection. It's a treasury of works so famous that his biggest problem isn't getting people to come look at them—MOMA is counting on about 1.8 million visitors a year—but getting people to see them, to penetrate the haze of reproduction that turns icons into clichés. "It's the usual job of a curator to make unfamiliar things familiar," he says. "I want to take familiar things and make them strange again."

More to the point, which artworks he and his three curator colleagues decide to hang on the museum's walls is a heated question. Even among people who complain that the Modern gives short shrift to the new, no other institution has MOMA's power to confer legitimacy on both the living and the dead. What it anoints as central to the story of modern art is hugely influential among scholars, collectors and other museums. And what MOMA minimizes must struggle a bit to be taken seriously. The old Modern was never particularly interested in postwar British art. Will the

new place give more space to otherwise well-established British painters like Lucian Freud and R.B. Kitaj? As for the Big '80s, the Modern held many of that decade's art stars at arm's length. Julian Schnabel and Jeff Koons, Keith Haring and David Salle—will they make it through the door this time?

Elderfield promises more emphasis on the new. And he now has a museum with galleries large enough to accommodate supersize work, like Richard Serra's massive steel sculptures, MOMA's new piece by Gordon Matta-Clark that consists of a large section cut from an entire house and the room-size installations that became more common in the '70s and after. The danger of so vast an expansion, of course, was that MOMA would itself become economy size, an alienating blimp hangar. "The most

might call old-fashioned Modernism, clean-lined and rectilinear, a subtly updated version of the glass-and-steel box that the museum first championed in the 1930s, years before that style was adopted for corporate headquarters everywhere.

In fact, what Taniguchi has delivered is a building that offers MOMA to the world as the global headquarters of Modern Art Inc. With its long, immaculate planes of charcoal gray granite and milky white glass, his museum emanates taste, restraint, formal intelligence and authority. Those are occasional values of contemporary art as well. Then again, so are effrontery, vulgarity and obfuscation, with occasional detours into buffoonery, kitsch and porn. If it's at the heart of MOMA's mission to continually sort through the muck, it will now do so in a building that says the art world may have



TIMOTHY HURLEY—MUSEUM OF MODERN ART

## No other art-world institution has MOMA's power to confer legitimacy on both the living and the dead

cherished dimension of the old museum was its sense of intimacy," says Glenn Lowry, MOMA's director. "When we began laying out the new building, we had the option of 20,000 to 30,000 more square feet than we settled on. We didn't want to become a museum that you couldn't visit comfortably in two or three hours."

Taniguchi was a surprise selection to design the new MOMA. Although the architect has a number of choice projects to his credit in Japan, including eight museums, the man is so little known in the U.S. that one baffled well-wisher congratulated Terence Riley, MOMA's chief curator of architecture and design, thinking the museum had selected an Italian architect, Tony Gucci. In an era of glamorously expressionist architecture, of Frank Gehry's voluptuous Guggenheim in Bilbao, Spain, MOMA has opted for a work of what you

its forays into nonsense, but not us; we are serious.

That may not be a message the contemporary art world wants to hear. And there have been grumblings about MOMA's eye-opening new admission fee: \$20. A number of American museums have been inching toward that figure, but MOMA will be the first to take the plunge. The museum is free on Friday nights and free to children 16 and under. There are student and senior discounts. All the same, for a lot of people, it won't be a place where you just stroll in at lunchtime anymore. Will the headquarters of modern art also become the castle keep, a fortress surrounded by a moat called \$20? "It falls on us," says Lowry, "to make sure that the value greatly exceeds the cost." The Modern has always lived up to that goal in the past. But this time, it has set its bar pretty high. ■

**BIG MOMA'S HOUSE** A photo-illustration of the new museum, left; wider galleries let James Rosenquist's *F-111* take full flight

# Aqua Blue Crush

A first glimpse at "the new black." And who decides this stuff anyway?

BY KATE BETTS

**T**HE MOST FREQUENTLY ASKED QUESTION in fashion has to be, What's the new black? And sure enough, there's always an answer—one color that keeps popping up on clothes, housewares and paint chips. Ever wonder how they figure it out? Or, for that matter, who *they* are? It turns out, there is a global network of color analysts and trend forecasters who spend their time determining just what the hot new color will be. They set trends in fashion and also in interior and industrial design.

While black will never exactly be dethroned, a new hue is starting to seep through the design world: aqua. On runways in New York City last month tipping the 2005 look, influential designers like Narciso Rodriguez and Michael Kors splashed aqua onto everything from bustiers to fur boleros. Their inspirations, they said, were the surfer scene on Brazil's beaches and the watery blues of the Aegean Sea. They probably also owe something to textile trade shows like Paris' *Première Vision*, which designers visit to get an early look at the trends in fabric prints and colors. And by the time the fashion flock hit Milan for the shows last week, aqua was everywhere: on woven-suede handbags at Bottega Veneta, on washed-linen Burberry trench coats. Even the floor at the kitschy rockabilly-themed D&G show was painted turquoise.

It's hard to pinpoint exactly who decided that 2005 should be seen in a bright-blueish hue. But forecasting groups like the Color Association and Pantone Inc. are certainly part of the process. These groups are not so much dictatorial color cartels as networks created to choose a palette that's commercially viable over the next two years, so that firms like Benjamin Moore paint, Ralph Lauren and Ford can be on the same proverbial swatch. The idea is that with a little guidance, a business can avoid getting stuck on the markdown rack with the wrong shade of teal.

Determining the right shade of teal is ultimately not that mysterious a process. "We usually look at fashion first," says Leatrice Eiseman, executive director of the Pantone Color Institute. "But color comes from all sorts of influences. For kids'

products we often look at upcoming films. Last year, for example, *Finding Nemo* and *Shrek* were very influential." (A boon for turquoise and monster green.) "Color is always out there," says Eiseman. "We just have to determine where it's coming from at any given time."

Sometimes the story behind the hue du jour is about technology. In the 1970s, innovations in polyesters brought dullish tones like avocado and puce into fashion. Other times colors catch on by dint of one person's affection. Nancy Reagan almost single-handedly made red the new black. And any forecaster will tell you that one of the boldest moves in color trending came from the 1998 introduction of the Apple iMac, which brought juicy hues like grape and lime into the mainstream. That may also have been the first recent appearance of aqua.

Don't despair if you've only just plunged into the current pool of oranges and pinks. They will be around for a while. "Pink is a classic example of a color that can resonate in many ways," says Margaret Walch, director of the Color Association. "And orange—well, we thought it was a Howard Johnson's color, but we saw it soften over the course of a few seasons." And if all else fails, try black. ■

► **CALVIN KLEIN**  
Dresses in fluid aqua jersey lit up Francisco Costa's minimalist-inspired collection for 2005

◄ **DETAILS**  
From left: Ralph Lauren turquoise earrings; body-skimming blue at Narciso Rodriguez; Michael Kors' wedge sandals



# Coming Attractions

A burly war epic, a musical that makes fun of the French, a gay TV channel and Walt Whitman in the 22nd century. Next year should be fun

## ■ Movies

### Ridley Scott's 1,001 Arabian Knights

BY RICHARD CORLISS

**R**IDLEY SCOTT HAS A GIFT FOR TAKING old movie ideas and investing them with chic menace—until they not only look new but also upend the whole genre. *Alien* reinvented the monster movie; *Blade Runner* set the style for science-fiction dystopia; *Thelma & Louise* slapped lipstick and a scowl on the face of the buddy movie; *Black Hawk Down* was a war movie that was all war. Scott doesn't often linger in the same genre; his restless intelligence is ever on the prowl. As he tells TIME, "A friend of mine says, 'Art's like a shark. You've got to keep swimming, or else you drown.' Keep bouncing around. People always ask me what's the plan. There is no plan. I go to what fascinates me next."

So when Sir Ridley sets out to film a story of the Crusades, movie minds perk up. *Kingdom of Heaven*, written by current hot scripter William Monahan, is set in Jerusalem in 1187, between the Second and Third Crusades. It spins out a clash of personalities, cultures, regions and religions. What fascinates Scott this time is the pure, severe code of the knight. "The knight was the cowboy of that era," he says. "He carried with him degrees of fairness, faith and chivalry—right action. I think right action is what it is really all about."

Scott's backers at 20th Century Fox are probably thinking more of box-office action. When Hollywood looks ahead, it nearly always uses a rearview mirror. What's Next is usually a sequel to What Worked. In this skeptical light, *Kingdom of Heaven* can be seen as a recipe of familiar faces and tropes. Hire Ridley Scott to direct a burly period epic that pits an obscure hero

against historical figures (think *Gladiator*, then substitute the Holy Roman Empire for the plain old Roman one). Cast Orlando Bloom as a young smithy who boldly challenges the nobility and Liam Neeson as the rebel hero's stalwart father figure (as he was for Leonardo DiCaprio in *Gangs of New York*). Add Jeremy Irons for tone and Eva Green (*The Dreamers*) for the mandatory romance. Stir.

The movie, which is due to open May 6 in North America, has already stirred some controversy. Five scholars of various faiths, given a purloined copy of the script by the *New York Times*, reached opposite and predictable conclusions. The Catholic thought it was fair; the Muslim cried foul. Whatever the truth of the film, it's bound to provoke extreme reactions at a sensitive time.

"I'm a moviemaker, not a documentarian," Scott says. "I try to hit the truth. And as Bill Monahan was a journalist, he always tried to read the primary documents. It's tricky, because you weren't there and you're not talking to anyone who was there. Therefore, what you are going to put down on paper is sensitive conjecture. We try to show both sides in a very balanced light. We employed Muslim actors in three major roles. Ghassan Massoud, who plays Saladin, is a Muslim scholar, and he was very happy with the balance."

Political heat is not going to scare Scott away from a project he has considered for 30 years. "I was brought up on Ingmar Bergman," he says, "and in *The Seventh Seal* and *The Virgin Spring*, he brilliantly touched on areas where you can talk about religion without any discomfort."

It sounds very high-minded, and we'll bet Sir Ridley makes that old armor shine like titanium. But if his knights don't enliven your cinema season, you can always joust with George Lucas' Jedi in the last installment of a certain other epic. ■

**ORLANDO MAGIC** The young star goes from *Mordor* to the Caribbean to Jerusalem to lead another noble force



## Music

# You'll Never Guess What He's Up to This Time

**T**HE PROBLEM WITH BEING FAMOUS for defying expectations is that eventually you can defy expectations only by *not* defying expectations. Which may explain why after nine albums and at least four career incarnations—presumptive one-hit wonder, exuberant hip-hop star, inscrutable avant-gardist and heartbroken folkie—Beck has decided it's time to give up the shape shifting. “In the past I spent a lot of time rejecting sounds that were similar to what I’d come up with before just to purposefully try to get away from anything familiar,” says Beck, phoning from a Los Angeles recording studio. “But I guess at a certain point you just decide not to second-guess it.”

If this sounds remotely defeatist, it must be said that for his as-yet-untitled album, due out in February 2005 in most markets, Beck is going back not to any single

previous sound but to all of them. Assisting him are John King and Mike Simpson, the production duo known as the Dust Brothers, who oversaw *Odelay*, Beck's 1996 masterpiece (as well as the Beastie Boys' master-



**ATTENTION!** Beck, and all his musical styles, reporting for duty in 2005

MARY ELLEN MATTHEWS—CORBIS OUTLINE

piece *Paul's Boutique* and Hanson's admittedly less masterly masterpiece *MMMBop*). “All producers have their own proclivities or different tastes,” says Beck. “I’ve worked with certain people who hate rock music, so anything that’s rockish, you don’t even bother going there. But the Dust Brothers encourage experimentation, and they definitely encourage a sense of humor.”

Laughs were notably absent from Beck's last album, *Sea Change*, which was full of the kind of beautiful breakup melodies and brutal words normally associated with Gordon Lightfoot and Sylvia Plath. Beck promises a touch of sincerity but adds, “There’s definitely a lot more jokes and kicking cardboard boxes and rattling chains and playing slide guitar. This album is full of raggedness.” Contributing to the raggedness are song titles like *Guero*, *E-Pro* and *Brazilica*, as well as a guest appearance by Jack White of the White Stripes. Beck appeared in a White Stripes video last year, and White asked if he could return the favor by playing bass on Beck's record—odd considering that the White Stripes are the world's most famous bass-averse band. But then, everyone defies expectations in his own way.

—By Josh Tyrangiel

## Theater

# The Knights Who Sing “Ni!”

**P**RACTICALLY EVERY SUCCESSFUL Broadway musical these days seems to look backward in one way or another. There are musicals inspired by old rock groups (*Mamma Mia*), old movies (*Hairspray*) and old husbands of Liza Minnelli's (*The Boy from Oz*). So it may be no surprise that somebody decided to make a musical based on the 1975 film comedy *Monty Python and the Holy Grail*. But *Spamalot*—scheduled to open on Broadway in March—could give the tired old genre a happy jolt. The movie, after all, seems a challenge from the get-go: an unwieldy hodgepodge of slapstick, splatter film, absurdism and animation, not to mention a grubby, mud-

caked re-creation of medieval England. This is material for a Broadway musical?

“Luckily we don’t have to use horses,” says Eric Idle, the former Python stalwart who penned the book and co-wrote new songs with John Du Prez. As Python fans will recall, *Holy Grail* begins with the clip-clop sound of knights approaching on horseback—only to be revealed traveling on foot, knocking coconut shells together for the sound effect. Other memorable scenes from

the film may be a little tougher to pull off, like the belligerent knight who keeps fighting and taunting even as his limbs are hacked off one by one. “We’ve had long and anxious talks about it,” admits Idle. “We’re not going to spill blood all over the stage; the dancers might slip and break their legs. But there are a lot of things we’re going to try.”

*Holy Grail* has long been the most popular of the films made by the six

comics who formed the Monty Python troupe. In a February 2004 online poll, it was even named (no joke) the No. 1 British film of all time. That cult reputation—along with a cast that includes David Hyde Pierce, Hank Azaria and Tim Curry—has already made *Spamalot* a hot ticket in Chicago, where it will begin a pre-Broadway run in late December. But the show's key

to success may be its unlikely director, Mike Nichols. His understated, very American comic sensibility might seem an odd fit with the Pythons' quirky, lowbrow-meets-highbrow satire. Yet the comic alchemy could bring Broadway something it hasn't experienced since *The Producers*: real belly

laughs. “There are not enough silly shows,” says Idle. “You can’t rely on Washington for all your laughs.” —By Richard Zoglin

LARRY MAH



**HE USED TO BE A HAM A LOT:** Idle, a Python member, wrote the musical but won't be in it



## Television

# A New Channel That Won't Tell It Straight

ONCE THE GREAT BLINKING BLUE UNIFER, U.S. television is now firmly in the niche business. After years of targeting pretty much every other group—women (Lifetime), young men (Spike TV), African Americans (BET) and insomniacs (political debate on C-SPAN), it's inevitable that there would be a channel aimed specifically at gay and lesbian viewers. LOGO is scheduled to debut in 10 million to 15 million American homes with digital cable in February, and is being touted by its creators as a cultural turning

wedding planning to the altar. Cher and her daughter Chastity Bono are producing *Family Outing*, which will chronicle coming-out stories. While straight people will have a presence, LOGO looks at life with a decidedly gay lens, with no apologies. "Our approach is to have a diverse portfolio of shows that reflects our real lives," says Graden.

But don't look to LOGO to be only a platform for hot-button issues like gay marriage. Sure, some shows like *My Fabulous Gay Wedding* can't help but be political. But Graden says that the cable newcomer won't be strident or in-your-face. "The fact that we even exist is a statement that advances the political dialogue."

Groundbreaking, perhaps. But in recent years, the small screen has increasingly depicted gay characters in a number of cable and network shows including *Will & Grace*,



**LOGO'S LOGO** Among the programming the channel might air: a reality show with comedian Scott Thompson, above, and another with gay-icon Cher, below, and her daughter Chastity

point. "It's a channel whose time has come," says Brian Graden, MTV and VH1's entertainment president, who helped develop the new channel. "Finally every voice will be accepted in the media landscape."

Yeah, yeah, yeah. The sentiment is almost as sweet as the business prospects. With an estimated \$485 billion in annual purchasing power, America's 15 million-strong gay audience represents an alluring target for programmers and advertisers who, Graden says, have so far been enthusiastic about committing ad dollars to LOGO. And despite some protests from such conservative voices as the American Family Association, the cable venture is good to go with a mission that is simple and straightforward: entertainment.

Programming for LOGO, which will debut mostly in urban markets like Los Angeles, New York City and San Francisco, will include a variety of reality shows, movies such as *Gods and Monsters* and *An Early Frost*, and gay-themed specials like the annual GLAAD Media Awards. One potential new series, *My Fabulous Gay Wedding*, would follow a couple from



*Queer Eye for the Straight Guy*, *Queer as Folk* and *The L Word*, the first two of which are certifiable hits. Do gay viewers in the States want to watch a channel entirely devoted to their issues? Graden thinks so. "The gay characters on TV are not authentic representations," he insists. "We deserve to have a place of our own."

—By Jeanne McDowell

## Books

# This Clever Novel Stars Walt Whitman

MICHAEL CUNNINGHAM'S LAST book wasn't supposed to be the next big thing. *The Hours* was an audacious, challenging, bitter-sweet literary novel arranged as an elegant theme-and-variations on Virginia Woolf's *Mrs. Dalloway*, and Cunningham expected it to end up in the dustbin of quiet critical acclaim, just as his first three books had. Instead, *The Hours* won a Pulitzer Prize, and Nicole Kidman, playing Woolf, won an Oscar for the movie version.

Cunningham's new novel promises to do for the poet Walt Whitman what *The Hours* did for Woolf. *Specimen Days* is due out in June, and if anything, Cunningham has only got more audacious and more,



**AFTER HOURS** Author Cunningham at home


well, cunning in the past six years. Like *The Hours*, *Specimen Days* is a fugue in three parts: it consists of three stories, each set in a different historical period—the Industrial Revolution, the 1920s and the far future. And each is told in a different style: ghost story, hard-boiled mystery and science fiction. You read that right. The third section will be set in New York City in the 22nd century, by which time the Big Apple will be dealing with a massive influx of refugees from another planet. What binds the three stories together is that they all, somehow, revolve around the same trio: a little boy, an old man and a young woman.

If anybody can keep all these balls in the air, it's Cunningham, and fortunately he will have some help. The ringmaster of this cosmic, triply three-ringed circus is Whitman himself (*Specimen Days & Collect* was the title Whitman gave to a collection of his journal entries). Tom Cruise, call your agent.

—By Lev Grossman

THE PRAIRIES

# Where Earth



**T**HE PRAIRIES OF POPULAR IMAGINATION ARE A VAST, FLAT LANDSCAPE WHERE grain elevators stand sentinel over golden wheat fields and dusty farming towns. The reality is less uniform. There isn't just one "Prairies" anymore, says historian Gerald Friesen of the University of Manitoba. "Alberta's very different now from Manitoba, and Saskatchewan is different from both." What they have in common—besides ravishing sunsets and frigid winters—is an aggressively altered landscape. Nearly every acre of the Great Plains—a triangular eco-zone stretching from the Rocky Mountain foothills to Winnipeg, with Edmonton at the peak—has been cultivated, built on or tapped for fuel reserves. Settled first by aboriginals, then by fur traders and farmers from eastern Canada, the U.S. and Europe, the Prairies produce most of Canada's grain and oilseeds, with plenty left over for export. At the turn of the 20th century, Canadian Pacific Railway engineers and others drilled for water and found natural gas instead. Crude oil was discovered in Leduc, Alta., in 1947. Today, with oil selling for \$50 a bbl., fuel is the Prairies' big cash crop.

Despite their rural heritage, today's Prairie youth are more likely to seek their future in skyscrapers than in silos. That migration is fueling Calgary's growth. "It's not just Imperial Oil from Toronto," says Friesen. "It's all the small towns in Saskatchewan and Alberta that can't make a go in the agricultural zones." Regina, Winnipeg and other Prairie cities are thriving too, with lively cultural scenes, high-tech industries, affordable real estate and that overarching sky.

—By Susan Catto

*A Sense of Place*

# Meets Sky



**DINNER BREAK:**  
Harvesting at Lind  
Farm in Saskatchewan

# Which would you rather have, a **cholesterol** test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease IS the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

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- Man 40 years or older
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- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol

Two or more of the following:

- Overweight
- Physically inactive
- Smoker
- High blood pressure

OFFICE OF THE MEDICAL EXAMINER

Case No. 5341-96 Overweight No

Name J. B. Age 42

Cause of Death Heart attack Sex M



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**CACRC** Canadian Association of Cardiac Rehabilitation  
Association canadienne de réadaptation cardiaque

**Canadian Lipid Nurse Network**

**CD** CANADIAN DIABETES ASSOCIATION  
ASSOCIATION DU DIABÈTE

The Canadian Diabetes Association has reviewed the "Making the Connection" program for its medical and scientific accuracy. The Canadian Diabetes Association does not endorse the products of any pharmaceutical company. Sponsored by one of Canada's research based pharmaceutical companies.

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**FAMILY:** Taking pride in Grandma's handmade quilts

BY GUY VANDERHAEGHE

**T**HE PRAIRIE LANDSCAPE IS OFTEN DESCRIBED IN terms of broad brushstrokes, one of earth, one of sky. This, of course, is a stereotype. No matter. Whenever I am away from home, what I yearn for most is the second part of that cliché. As a preschooler briefly exiled to British Columbia, I complained that there was nothing to see; all those mountains got in the way. Even now, any big city's sterile thicket of skyscrapers can induce a mild claustrophobia in me.

It was my grandmother who tilted my eyes upward when I was a child. Born and raised on the Prairies, she was a student of weather. For her the sky was the slate where tomorrow was written in a code of clouds and sun dogs, sunrises and sunsets. She loved thunderstorms, and whenever one threatened she would hurry me out to her veranda to breathlessly await it. There we had ringside seats for the rivers of dazzling electricity forking down the sky. I learned that if you quickly shut your eyes tight at a lightning flash, it would burn beneath your lids for several eerie instants amid the smell of rusty screens and dust. The claps of thunder you felt as much as heard.

My sharpest early memories are of Prairie skies. The first is staged on a bitterly frigid night. I am 4 years old, maybe 5, sitting bundled up in a cardboard box on a sleigh towed by my father. Above me, pink and green lights seethe and shim-

mer, my introduction to the aurora borealis. As if they happened yesterday, I recall evening summer drives with my parents. The excuse was, we were "checking on the crops," but since we always headed west, we must really have been "checking on the sunsets." After these fiery affairs concluded and twilight fell, sometimes a green field of wheat would turn a dusky emerald, glowing as if it had captured a residue of the day's coruscating sunshine and was slowly releasing its radiance into the gathering darkness.

Even when I was a teenager, a night sky was capable of shaking me out of adolescent self-absorption, which is to say a lot. If I left the car at the local drive-in movie to head for the concession stand, the sight of millions of stars winking and wheeling in a coal-black sky was capable of halting me in my tracks. The romantic agonies of those star-crossed lovers Frankie Avalon and Annette Funicello could not hold a candle to that.

Saskatchewan license plates proclaim the province LAND OF LIVING SKIES. For once, sloganeers and boosters got it right. Like all living things, Prairie skies are infinitely changeable and fickle, by turns dangerous and benign, breeders of hail, tornadoes, blizzards, thunderstorms and drought but also of a unique, heart-stopping and wholly ineffable beauty. ■

*Guy Vanderhaeghe's novels include The Last Crossing and The Englishman's Boy*



**EASY RIDERS:** At Old Man on His Back conservation area



**WASHING UP:** After the harvest feast

past the elevator at Dufresne  
we slid faster and faster  
the road becoming flatter as we moved  
as if the car no longer needed power  
but could glide  
did glide  
into the heart of that prairie  
into Winnipeg  
into home

—DAVID ARNASON  
“Marsh Burning”

Her wings in winter were pitted by the snow and in summer by the blown grit. She was not the only angel in the Manawaka cemetery, but she was the first, the largest, and certainly the costliest.

—MARGARET LAURENCE  
*The Stone Angel*



**ON THE MOVE:** A dance for seniors in rural Saskatchewan

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# A Sense of Place

*Ride off any horizon  
and let the measure fall  
where it may—*

*on the hot wheat,  
on the dark yellow fields  
of wild mustard, the fields*

*of bad farmers, on the river,  
on the dirty river full  
of boys and on the throbbing*

*powerhouse and the low dam  
of cheap cement and rocks  
boiling with white water,*

*and on the cows and their powerful  
bulls, the heavy tracks  
filling with liquid at the edge*

*of the narrow prairie  
river running steadily away.*

—JOHN NEWLOVE  
"Ride Off Any Horizon"



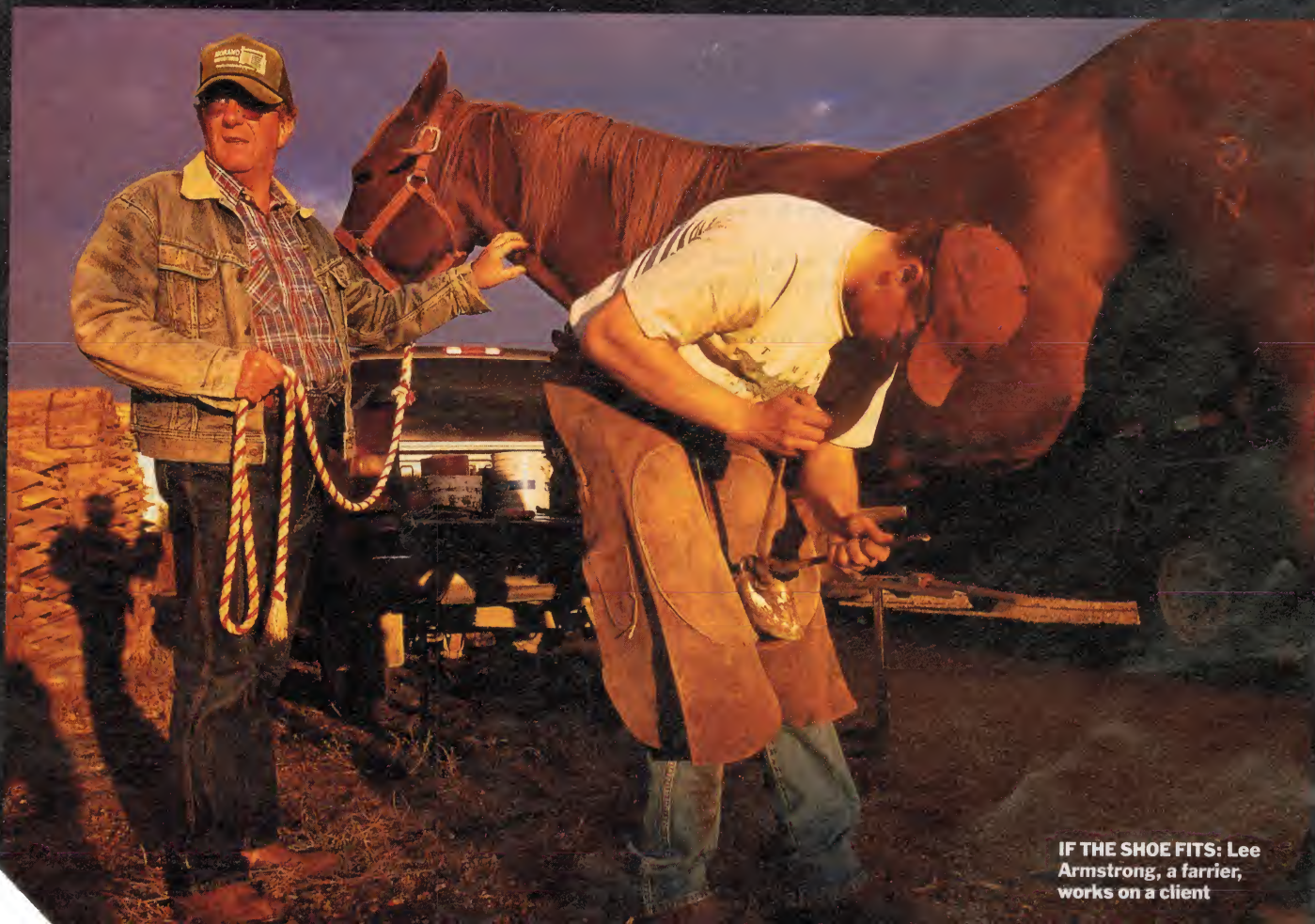
**RESOURCE RICH:**  
Welding a natural  
gas pipeline



**MORNING RITUAL:** At a coffee shop in Eastend, Sask.

The population of Winnipeg is 600,000, a fairly large city, with people who tend to stay put. Families overlap with families, neighborhoods with neighborhoods. You can't escape it. Generations interweave so that your mother's friends (Onion Boyle, Muriel Brewmaster, and dozens more) formed a sort of squadron of secondary aunts.

—CAROL SHIELDS  
*The Republic of Love*



**IF THE SHOE FITS:** Lee  
Armstrong, a farrier,  
works on a client

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## A Virtual Hotel for Teens

At Habbo, kids chat, play games and create a fantasy room of their own

By ANITA HAMILTON

**I**NUGIRL IS THE HIP HOSTESS in her party room, one of thousands of virtual rooms that players can visit in the new Habbo Hotel, an animated virtual chat world for teens. Dressed in a pink knit cap and matching tank top, Inugirl makes small talk with newcomers while guests flirt, dance and admire the bearskin rug and snazzy décor in her brightly colored crib. Launched in Finland in 2000 by two university students, Habbo Hotel now has 2.2 million monthly visitors worldwide, according to the site. Canada's [habbohotel.ca](http://habbohotel.ca) has been open for business since July; the U.S. version, at [habbohotel.com](http://habbohotel.com), just opened in

September and already has about 300,000 registered users.

Virtual worlds have been around for years. Even the best-selling *Sims* computer game has an online version in which people create characters, build homes and interact with others. But while *The Sims Online* has so far been a flop, Habbo has been an instant hit. Why? Habbo's focus on teens and chatting is one reason, as is its price tag: it's free. Despite the no-charge admission, there are oodles of games to play and rooms to explore. Habbo also has some healthy rules: the site blocks all swearwords and

has adult moderators. Teens can send private notes through the site, but exchanging real e-mail or IM addresses is prohibited. (As with all online activity, kids find ways around the bans, so parental supervision is a must.)

Get started on Habbo by creating a character. You can be a slacker in a sweat suit or a nerd in a sweater vest. You can have green hair, a blue Mohawk or an oversize Afro. Next, explore public spaces like Palazzo Pizza, where you can grab a slice, or the Habbosphere Pool Deck, where you can go for a swim or jump off the diving board. Then check out the guest rooms created by users. Gamble in the casino rooms or try to meet someone in the dating rooms. There are gangs and groups—the American version has the U.S. Army, which always needs recruits—and the Blood Vampire Gang, which draws a ghoulish crowd.

Create a room of your own for the most fun. Rooms are free, but you need Habbo Coins (the new U.S. hotel charges \$5 for 25, payable by credit card or money order) to buy furniture and decorations. Stuck with an annoying guest? Click the “kick” button to eject someone. Just be careful of scammers—people



**WHO ARE YOU? Teens can customize their look**

who try to trick you into buying furniture for their rooms. On Habbo, as in life, it pays to know who your true friends are. ■



SEAN GALLUP—GETTY

## BEING CHARLIE KAUFMAN

Take a couple with a shaky union, erase their memories of each other, distort time. If you didn't get it all the first time, *Eternal Sunshine of the Spotless Mind* is ready for repeat viewing on DVD. The disc has commentary by writer Charlie Kaufman (*Adaptation*), who spoke with TIME's Carolina A. Miranda. **How did the idea for the film come about?**

[Director] Michel Gondry had a friend who wanted to send cards out saying you'd been erased from someone's memory. There were ideas of doing it as a thriller, like *The Bourne Identity*. I preferred a relationship movie.

**The plot is fantasy, but the portrayal of the unraveling relationship is so realistic. Was that intentional?**

I grew up watching romantic movies, but they're like fast food: You know what you're going to get. I didn't want to do that. I wanted to show the struggle that occurs between two people.

**In profiles, you're often described as very shy or reclusive. Do you agree?** There's a mythology since I don't like to be photographed. I just don't like the overkill of interviews. I feel that people will think, Here he is again, saying the same thing.



## FORGET THE CELL PHONE—OGO IS ALL CHAT

While it is entirely possible to send text messages using your cell phone, many people balk at typing them on a tiny numeric keypad. AT&T Wireless's Ogo (\$99, plus \$17.99 a month) offers a solution for users in the States. It has a wide keyboard, sharp screen and slim profile. You can send not only SMS text messages but also e-mail and instant messages using AOL, MSN or Yahoo.



CHRISTOPHER BISSILL—GETTY

## YOUR TIME

# In Search of Sleep

A new study shows that behavioral therapy works better against insomnia

By **MICHAEL D. LEMONICK**

**I**T HAPPENS TWO OR THREE times a week. I get in bed, turn off the light and wait to fall asleep ... and wait ... and wait. It might be two or three hours before I drop off. And even then, I might wake up a couple of hours later and go through the whole thing again. I'm not alone, either. According to the U.S. National Sleep Foundation, about 60% of American adults have insomnia every few days, and about a

third go through this torment every night of their lives. I've been thinking more and more about those seductive commercials for Ambien, the pill that promises a full night of blissful sleep with few side effects.

Getting a prescription might not be the best idea, though, says Gregg Jacobs, an insomnia expert with the Sleep Disorders Center at Boston's Beth Israel Deaconess Medical Center. It isn't that Ambien doesn't work. But in a study published last week in the *Archives of Internal*

*Medicine*, Jacobs and his colleagues show that another treatment, called cognitive behavior therapy, or CBT, works better.

"Drugs like Ambien get you to sleep," says Jacobs, "but they don't get at stress and anxiety, which are often the underlying cause of insomnia." Once you're off the drug, insomnia usually returns with a vengeance. In his placebo control study, a relatively brief course of CBT, lasting about 2½ hours over six weeks, showed no such problem.

As Jacobs explains in his book *Say Goodnight to Insomnia*, CBT teaches tricks that insomnia experts have been recommending for years: get up at the same time every morning; use your bed for sleep only, not for reading or TV (sex is O.K., thank goodness). But CBT also teaches relaxation techniques and helps patients unlearn myths about sleep that contribute to anxiety. For example, don't tense up at the thought that you won't get a full eight hours—plenty of people get by on less. If you worry that lack of sleep is bad for your health, it's usually not true. And if you fret about doing badly on the job or on a test the next day, the truth, says Jacobs, is that insomniacs handle sleep deprivation better than most.

The one advantage of Ambien or Sonata (another safe, effective sleeping pill), says Jacobs, is that CBT takes a few weeks to kick in, and the drugs can help bridge that gap. ■



BANANA STOCK/LAMY

## BEYOND CALCIUM

Kids have long been told to drink milk to build strong bones, but new research suggests that maximum bone mass doesn't come in a glass. In a small study of 72 boys and girls ages 8 to 11, English and Welsh doctors found that a combination of increasing calcium in the diet and exercise—specifically, drinking three glasses of milk a day and participating in a vigorous activity such as jumping rope or playing tag—was the best way to strengthen bones.

## HOW ARE ELDERS COPING?

An alarming number of the residents in assisted-living facilities are suffering from mental illness, according to a new study by Indiana University. In a four-state survey of 2,100 seniors living in these increasingly popular elder-care facilities, physicians found that fully two-thirds of the residents exhibited behaviors ranging from aimless wandering and hoarding to more serious signs of dementia, depression and psychosis. Such symptoms are thought to be far more common in those living in nursing homes, who suffer from more serious medical problems. Similar signs of mental instability are found in 50% to 80% of those residents. —By Alice Park

## FLU SHOTS: DIVIDE AND CONQUER

Watching a child bawl through a flu vaccine is tough for any parent, and it didn't help when the Centers for Disease Control in Atlanta recommended earlier this year that all children from 6 months to 23 months get vaccinated for the flu not once but twice within one month to ensure the most robust immune response. So doctors at Duke University launched a study to determine whether spacing the shots out might save toddlers and their parents some agony—while still protecting children from the flu. The good news: kids inoculated early in the year and again six months later with the same flu strain were as well protected as those immunized twice in close succession. The bad news: doctors don't know if that will hold true if the vaccine strains change—as they often do—from year to year.



BRIAN SNYDER—REUTERS

## Play, Boys!

Let's face it. No man called Alfie would ever make it with the ladies—unless he bore an uncanny resemblance to **JUDE LAW**. In the upcoming remake of the 1966 classic, Law, left, plays the title role, while former Eurythmic **DAVE STEWART**, center, and **MICK JAGGER** provide the film's music. Law dropped in on a recording session, perhaps to swap Lothario tips with Jagger, who said recently that playboys, sadly, no longer exist: "Any resemblance between my life and a playboy's is purely coincidental."



CLAUDE GASIAN—PARAMOUNT

Today show contributor and former *Daily Show* correspondent **Mo Rocca** has written a satirical political thriller, *All the Presidents' Pets*.

## Q&A MO ROCCA

**Does this book have a moral?** This book has no morals, and I'll go even further: this

book has no ideas.

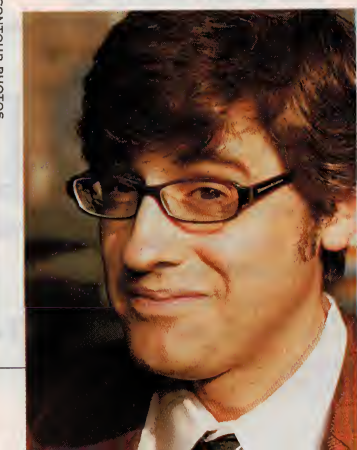
**Who polls better—Bush's Scottish terrier, Barney, or Kerry's German shepherd?** German shepherds were the fourth most popular breed last year. The Scottish terrier is the 44th most popular breed, not that the popular vote really matters. The Scottie is a low-to-the-ground, very tenacious, impulsive dog. It tends to urinate on itself uncontrollably. But Kerry's dog Kim is problematic. The German shepherd can be aloof. It's not very fast acting.

**I've heard you called a fundit. Is that an apt description of what you do?** Yes. Although I'm tempted to spell it *P-H-U-N*. And as anyone who knows me knows, all I've ever wanted to do is dance—something Appalachian, heavy on the heels.

**What basic-cable network haven't you been on?** I've been on Tele-mundo 'cause I'm half Colombian. I have not been on BET, but that's just because I'm especially pale right now. Cable is like commercial theater used to be. It has become the proving grounds.

**Do you think the youth vote will be significant in the election?** I want to start my own get-out-the-vote drive called Rocca the Vote. It's gonna be to rally Hollywood celebrities and musicians. I'm concerned that they're being so generous with their time that they might forget to register.

ROBERT ASCROFT—CONTOUR PHOTOS



WALTER MCBRIDE—RETNA

## DO YOU THINK THEY JUST GOT SICK OF THE BLOND JOKES?

Talk about flip-flopping. Some of Hollywood's most recognizable towheads have gone pitch dark



**Longtime blond SARAH JESSICA PARKER** flirted awhile with dark roots but appears to have committed to chestnut brown all over.



**CHARLIZE THERON** went brunet for the action flick *Aeon Flux*. Almost as painfully, she hurt her neck doing stunts in Berlin.



**Newlywed BRITNEY SPEARS** dyed her hair back to its natural color, saying she wanted to be different from all the other blonds. Oops.



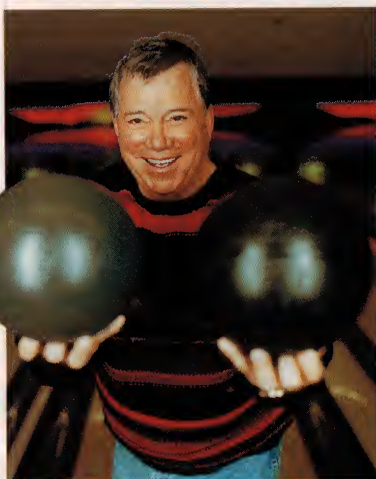
**RENEE ZELLWEGER** is hoping to play Janis Joplin in a new biopic. All she needs now is granny glasses and a bad habit.



**REESE WITHERSPOON** darkened her locks and went legally bland to play June Carter Cash. Unexpected side effect: total anonymity.

## Next Time, Send Ashton Kutcher

Residents of Riverside, Iowa, hold an annual Trek Fest and call their town (pop. 928) the "future birthplace of Captain James T. Kirk." So how's this for irony: it was **WILLIAM SHATNER** who made them look foolish. For a new reality show called *Invasion Iowa*, scheduled to air on Spike TV in February, executive producers Paul Wernick and Rhett Reese (the team responsible for *Joe Schmo*) asked Shatner to move into Riverside with a fake entourage and crew and pretend to shoot a sci-fi movie. Townsfolk were hired for the bogus production. Throughout the eight-day shoot, Shatner played an increasingly absurd, over-the-top version of himself. "The last thing we set out to do was make fun of small-town America," says Wernick. "The thing we actually set out to do was make fun of Hollywood." That would explain the kleptomaniac tendencies of one of Shatner's sham-movie co-stars. Says Wernick: "That was our little shout-out to Winona Ryder." We'd wager that she isn't laughing either.

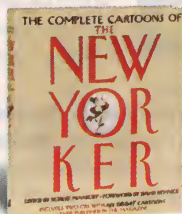


FROM LEFT: GINA JAMES—GRAYLOCK/RETNA; JOSEPH—X17; GINSBURG-SPALY—X17; JOHN SPELLMAN—RETNA; WENN—LANDOV

Joel Stein

# When It's O.K. to Laugh at the Old

The *New Yorker's* cartoon archives perfectly reflect America's changing punch line



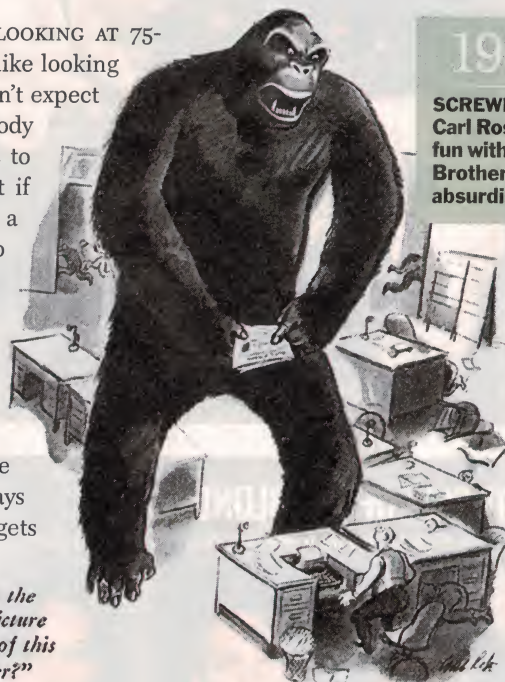
IT FEELS WRONG, LOOKING AT 75-year-old jokes. It's like looking at old porn: you can't expect people who had body hair and no Pilates to seem hot now. But if you give yourself a chance to settle into

it, as any good *New Yorker* reader trained on 5,000-word stories about ketchup would, you start to laugh at even the 1925 section of *The Complete Cartoons of the New Yorker*. The rhythms might be slower, the references outdated and the attitude more restrained, but funny, it turns out, stays funny. Old porn, it turns out, also gets funny.

"There's a bedrock core of humanity. We have the same pomposity that needs to be punctured," says *"Are you the motion-picture reviewer of this newspaper?"*

Robert Mankoff, the cartoon editor of the *New Yorker* and creator of the iconic cartoon in which a man is looking at his calendar while on the phone saying, "No, Thursday's out. How about never—is never good for you?" Mankoff spent two years collecting every cartoon ever printed in the magazine, which meant rounding up old issues from storage facilities in Queens and Illinois. "I'm offering \$10 for any cartoon we missed, \$20 if you just shut up about it," he says. Twenty bucks is a small price to pay not to have to go back to Queens or Illinois.

Mankoff, however, discovered that not even an oversize, 10-lb. book is big enough to hold all 68,647 cartoons. So he picked the best 2,004 and put the rest on two CDs that come with the book. What he wound up with is not only a stand-up routine for smart people who own a coffee table but a history of American culture. You can see how confused and fascinated New Yorkers were by skyscrapers in the 1930s, how threatened and angered men were by workingwomen after World War II and how uncomfortable Americans were with the growing ubiquity of television in the '50s. Cartoons with a freshly showered woman inside



1933

**SCREWBALL:** Carl Rose has fun with Marx Brothers-type absurdism

her home hiding her breasts from the gaze of a newscaster on a TV screen were huge.

But the book is even more interesting as an archive of American humor.

From the '30s until the '80s, Mankoff says, the punch line was in the third person: we were laughing at—not with—the figure in the cartoon: it was an era of screwball comedies, Jack Benny and cops chasing people through hallway doors. In a James Thurber cartoon, a man stops his date in the lobby of his building to say, "You wait here and I'll bring the etchings down." It's the Joey theory of humor.

By the early '80s, Chandler had taken over, and the speaker was in on the joke. "Now everyone does shtick, so you see this wiseguy attitude.

They're giving you their philosophy through humor," says Mankoff. In a 2002 cartoon by Bruce Eric Kaplan, who wrote for *Seinfeld*, a wife exiting a movie theater says to her husband, "I liked it except for you." Says Mankoff: "It's a *Seinfeld* line. That person realizes she is funny." Jokes today are also less visual and far more newsy than they were 40 years ago, when cartoonists could not expect news events to enter the popular consciousness quickly.

2002

**WISECRACKS:** Alex Gregory riffs on modern ethical conflicts

But the real proof that humor is immutable isn't that you still shamefully laugh at a 1972 cartoon in which a Chinese warrior says, "That banquet was most delicious, and yet now, somehow, once again I feel the pang of hunger." It's that every week Mankoff has to reject great submissions because the research department sends him typed index cards enumerating similar jokes made in *New Yorker* cartoons over the past 79 years. Seriously, people, let go of the deserted island.



GREGORY

*"I swear I wasn't looking at smut—I was just stealing music."*

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